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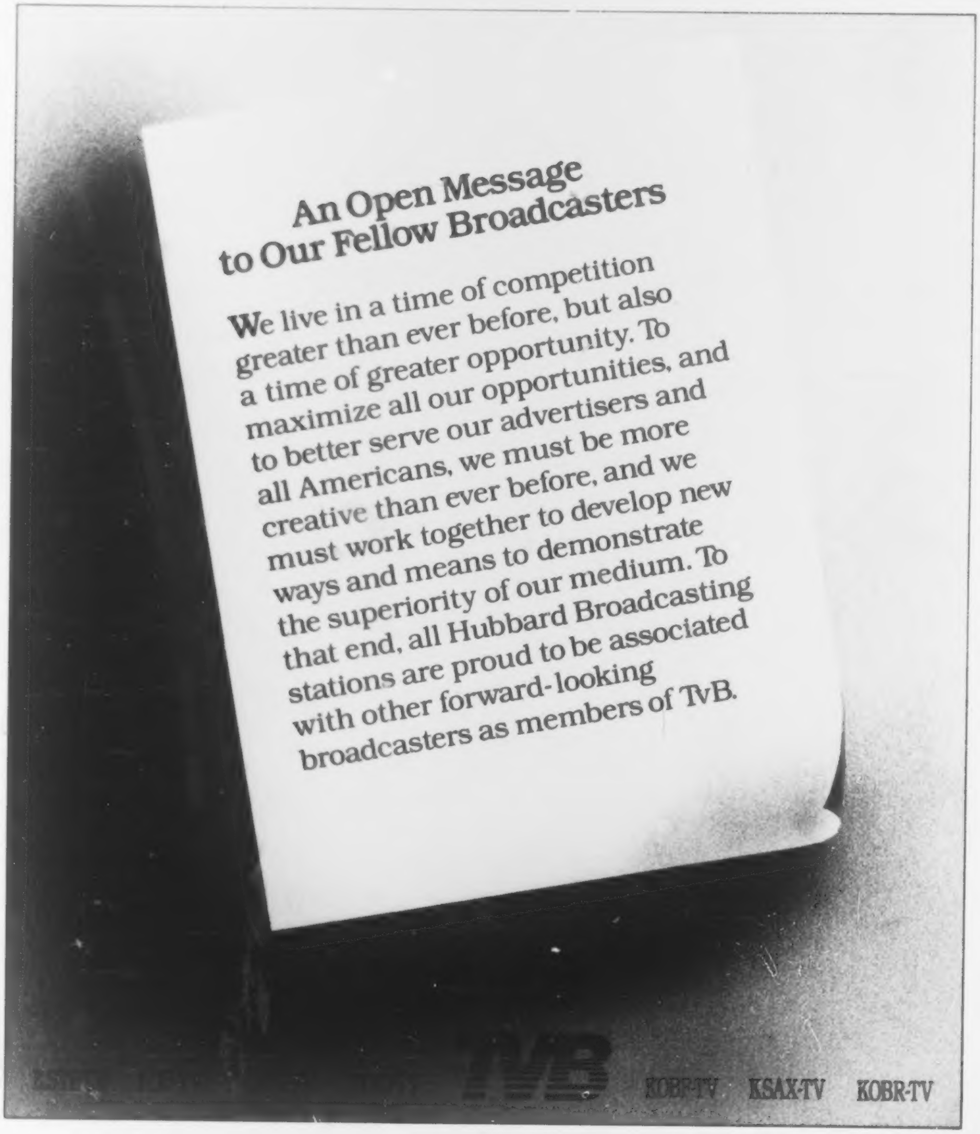
11/11/88

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 7



An Open Message to Our Fellow Broadcasters

We live in a time of competition greater than ever before, but also a time of greater opportunity. To maximize all our opportunities, and to better serve our advertisers and all Americans, we must be more creative than ever before, and we must work together to develop new ways and means to demonstrate the superiority of our medium. To that end, all Hubbard Broadcasting stations are proud to be associated with other forward-looking broadcasters as members of TvB.

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4520 EAST-WEST HWY
BETHESDA MD 20814

58th Year 1988

Awaiting the word on Bush-Dukakis ◇ Cautious outlook for TV's '89 ◇ Stakelin to exit RAB.

Vol. 115 No. 19

Broadcasting Nov 7

What if? . . . As Americans prepare to choose 41st President tomorrow (Nov. 8), BROADCASTING examines outlook for Fifth Estate under administration of either Michael Dukakis or George Bush. **PAGE 27.**

Sober forecasts . . . Television station operators prepare for single-digit 1989 revenue and cost increases with planned program and personnel cost containment. **PAGE 30.**

ABC's big show . . . Network is hoping its upcoming mega-series *War and Remembrance* will repeat blockbuster performance of its 1983 predecessor, *Winds of War.* **PAGE 39.**

'War and Remembrance'

30/NBC IN AUSTRALIA

Network signs five-year affiliation deal with Australian media firm, giving NBC option to buy and use of satellite transponder.

31/STAKELIN LEAVING RAB

Bill Stakelin, Radio Advertising Bureau president and chief executive officer, announces his intention to leave association in January 1989 to join company begun by former Viacom executives.

35/ADAMS SAYS GOOD NIGHT

Noah Adams, host and creator of American Public Radio's weekly variety show, *Good Evening*, is leaving show at end of year to return to journalism.

35/ELECTION NIGHT ON RADIO

Radio networks plan full night of election coverage, concentrating on short-form reports.

41/JUST SAYING NO

National Association of Regulatory Utility Commissioners votes down resolution that would have backed telco entry into cable ownership and programing in their service areas.

47/LORIMAR LOSSES

Lorimar Telepictures reports net loss of $215 million for quarter ended Sept. 30, attributed in part to accounting practices at Warner Communications, which has agreed to acquire company.

40/ACES SHOWING

Some 325 programs are nominated for ACE Awards, cable industry's most prestigious programing honors.

46/STIRRING UP ENGLISH CHANNELS

Upcoming British government broadcasting initiative could dramatically change that country's media industry.

53/FCC REVOKES LICENSES

Commission's review board orders revocation of licenses of Silver Star Communications-Albany Inc.'s WMJM(AM)-WFAV(FM) Cordele, Ga., saying company abused FCC's distress sale policy.

53/LOOKING FOR JUSTIFICATION

Appeals court remands FCC decision to commission to determine whether political programs proposed by King Broadcasting, Seattle, qualify for Section 315 exemption.

80/AUDIENCE PARTICIPATION

Talk show host Geraldo Rivera has his nose broken during taping of program as guests and audience brawl.

Rivera after the fight

56/BUY IN BROOKFIELD

Warner Cable enters into two-part deal to buy cable system in Brookfield, Wis.

79/CHARTING NEW VISTAS

Buena Vista Television's Bob Jacquemin has spent 12 years in syndication business. His keys to success are creative marketing and local station relationships.

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ble program suppliers to impede development of competitive technologies."

High-Definition TV

■ Advanced Television Test Center, project cosponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, moved into temporary offices in same Alexandria, Va., building that houses PBS headquarters on Oct. 31. Permanent site for ATTC's headquarters is to be found by mid-1989, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems.

Consortium formed by several cable system operators, Cable Television Laboratories Inc. (Cable Labs), has been organized to perform HDTV transmission tests and other cable TV research and development. Temporary offices for group have been established in Boston with permanent test facilities also still in formative stage. Some have suggested that ATTC, Cable Labs and test representatives from satellite transmission companies form joint lab to provide central location for HDTV testing.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 14 proposed HDTV or EDTV transmission systems and seven other audio- or video-only subsystems. Each of 14 full systems will be studied in depth by analysis group during scheduled meeting for Nov. 14-18 in Washington.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel. Comments on issues raised in inquiry are due Nov. 31.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	**4,915**	**278**	**5,193**
Commercial FM	**4,116**	**606**	**4,722**
Educational FM	**1,356**	**265**	**1,621**
■ Total Radio	**10,387**	**1,149**	**11,536**
FM translators	**1,625**	**439**	**2,064**
Commercial VHF TV	**543**	**19**	**562**
Commercial UHF TV	**506**	**205**	**711**
Educational VHF TV	**119**	**7**	**126**
Educational UHF TV	**214**	**29**	**243**
■ Total TV	**1,382**	**260**	**1,642**
VHF LPTV	**109**	**164**	**273**
UHF LPTV	**290**	**1,165**	**1,455**
■ Total LPTV	**399**	**1,329**	**1,728**
VHF translators	**3,060**	**109**	**3,169**
UHF translators	**2,198**	**338**	**2,536**
ITFS[2]	**250**	**114**	**364**
Low-power auxiliary	**824**	**0**	**824**
TV auxiliary	**7,430**	**205**	**7,635**
UHF translator/boosters	**6**	**0**	**6**
Experimental TV	**3**	**5**	**8**
Remote pickup	**12,338**	**53**	**12,391**
Aural STL[3] & intercity relay	**2,836**	**166**	**3,002**

CABLE†	
Total subscribers	**47,042,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**52.8%**
Pay cable penetration	**32%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

FCC adopted new policy in April 1987 in conjunction with action against three radio stations for broadcasting programing FCC deemed indecent. However, FCC enforcement of policy has not been aggressive.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,004

Errata

Seminar on TV station acquisitions mentioned in Oct. 31 story on effects on advertising of food company mergers should have said seminar **was sponsored by Paul Kagan Associates.**

□

In Oct. 31 story on *Family Feud*, name of KCBS-TV general manager was misspelled. Correct spelling is **Robert Hyland.**

chief executive officer Tele-Communications Inc. Denver. Beverly Wilshire, Los Angeles. Information: (213) 655-7071.

Nov. 16-18—Private Cable Show, sponsored by *National Satellite Programing Network*. Keynote speaker: Al Swift (D-Wash.). Denver Tech Center, Denver. Information: (713) 342-9655.

Nov. 17—*USA Network* local ad sales seminar. Holiday Inn Crowne Plaza, Boston. Information: (212) 408-9170.

Nov. 17—"Policy for Children and Television," *Columbia Communication and Society* seminar sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

■ **Nov. 17**—*American Women in Radio and Television, Southern California chapter*, event for AWRT's "Soaring Spirits" charity. Carlos 'n Charlies, Los Angeles. Information: (213) 736-0706.

Nov. 17-20—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Convention Center, Cincinnati.

Nov. 18—*Broadcast Pioneers, Washington area chapter*, ninth annual awards banquet. Kenwood Country Club, Bethesda, Md. Information: Joe Ryan, (202) 783-5100.

■ **Nov. 18-19**—Symposium to "explore the practice of foreign affairs media coverage in U.S. and Germany as it shapes understanding between the two nations," co-sponsored by *Goethe-Institut German Cultural Center, Cincinnati, and Broadcasting Division, University of Cincinnati College-Conservatory of Music*. University of Cincinnati College of Law, Cincinnati. Information: (513) 475-4394.

Nov. 18-20—"The Next Four Years," advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Cox Enterprises, Atlanta Journal and Constitution* and *Ford Foundation*. Hyatt Regency Ravinia, Atlanta. Information: (213) 851-7372.

■ **Nov. 18-20**—First Conference of College Broadcasters, sponsored by *National Association of College Broadcasters*, with grant from CBS Foundation. Brown University, Providence, R.I. Information: (401) 863-2221.

Nov. 19—*Alpha Epsilon Rho, National Broadcasting Society*, New England regional convention. Mount Wachusett Community College, Gardner, Mass. Information: (617) 632-6600.

■ **Nov. 19-Dec. 3**—"JFK on Television," exhibition at *Museum of Broadcast Communications*. MBC's Kraft Television Theater, Chicago. Information: (312) 987-1500.

Nov. 21—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 308-7540.

Nov. 22—*International Radio and Television Society* newsmaker luncheon, followed by goods and services auction. Waldorf-Astoria, New York. Information: (212) 867-6650.

Nov. 28—*Academy of Television Arts and Sciences* "Television Academy Hall of Fame" telecast (on Fox), honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Information: (818) 763-2975.

Nov. 29—*New York Women in Cable* meeting. Speaker: Marshall Cohen of MTV on "Consumers' Viewing Habits." Information: Beth Araton, (212) 661-6040.

Nov. 30—"The Greenhouse Effect and Our Changing Climate," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Nov. 30**—"Bridging the Gap—Broadcasting," third in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association* with *Continuing Legal Education Committee*, FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

Nov. 30-Dec. 1—"Telecommunications: Meeting Tomorrow's Challenges," meeting sponsored by *Telecommunications Conference Center*. Keynote speaker: Senator Ernest Hollings. New York Hilton, New York. Information: (212) 633-8011.

Nov. 30-Dec. 3—*Radio-Television News Directors Association* international conference. Las Vegas Convention Center. Information: (202) 659-6510.

December

Dec. 1—"Weather Forecasting: Is It Improving?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Dec. 1**—Deadline for entries in 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Dec. 2—"Agriculture 1989: Weather, Climate and Economic Prospects," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Dec. 4-Jan. 7**—The American Children's Television Festival: A Holiday Celebration," sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

Dec. 7—*Washington Journalism Center* conference on "The Media and the 1988 Presidential Campaign: Was the Coverage Fair?" Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

■ **Dec. 8**—"Bridging the Gap—Broadcasting," last in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association* with *Continuing Legal Education Committee*, FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

Dec. 12-13—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

Dec. 12-14—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Dec. 13—Presentation of Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

Dec. 13-14—World telecommunications conference, sponsored by *Financial Times*. London. Information: (01) 925-2323.

Dec. 15—*International Radio and Television Society* Christmas benefit, featuring Frankie Valli and the Four Seasons. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 16—Deadline for entries in 10th annual Frank O'Connor Memorial College Television Awards, sponsored by grant from *Mobil Corp.* Information: (818) 953-7568.

Dec. 30—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's "Broadcasting Hall of Fame," which has replaced NAB's "Radio Hall of Fame." Information: (202) 429-5420.

January 1989

Jan. 4—Deadline for entries in contest "to recognize best news reporting and best news features in 1988 by Christian radio stations in the U.S.," sponsored by *Scribe*, newsletter for news personnel in Christian broadcasting. Information: (608) 271-1025.

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□

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mini-series, as well as spots that focus on history or romance." For cable, he said, "ABC has tried to buy blocks of time, scheduling as many as three spots during one show, with some of the spots as long as two minutes."

Due to contractual prohibitions agreed upon with Herman Wouk, the author of the book upon which the show is based, ABC is unable to use spots during the mini-series to promote its fall schedule. The only time network promotional spots will air during *War and Remembrance* is just before each installment and just before the credits following each installment.

ABC has apparently been successful in selling its advertising, having recently raised the price of its 30-second spots to $275,000 from $250,000. According to one media analyst, the network has sold the majority of its inventory in blocks at the lower price and is now selling single spots for the higher price. According to the analyst, ABC is guaranteeing "a respectable 20 rating" for the spots.

The second 14 hours of the mini-series is scheduled for May, and Curtis says he will be as pressed for time to have the second part ready as he has been with the first. He said he is still working on the first part, but "it will be ready when it goes on the air." □

MCA TV announces new syndicated fare

MCA TV Enterprises last week announced a list of proposed new syndicated programs for 1989 that includes three first-run strips and a half-hour weekly first-run show, the largest commitment ever by the company in a single development season. The company will spend more than $35 million developing the projects.

The announcement confirmed three new projects reported earlier, including a remake of the popular 1950's network program, *Lassie*, a children's game show, *Pictionary* (BROADCASTING, Oct. 24), and a new reality/tabloid show, *$Reward$*. The fourth project on MCA's development plate is a new "star-studded" game show from Carol Burnett's production company entitled *Star*Play*.

Shelly Schwab, president of MCA TV Enterprises, confirmed last week that the company may challenge King World's *Inside Edition* in January with *$Reward$* (BROADCASTING, Oct. 31). Both are targetted for prime access. Schwab said the launch date of the program will be determined in large part by the needs of stations picking it up. "The show will be ready for January," he said. The company begins pitching the show to stations this week.

$Reward$ will feature stories on wanted criminals, missing persons and lost or stolen property. Monetary rewards will be offered to viewers providing information leading to the capture of criminals or recovery of items. The show is being produced by Malcolm Barbour and John Langley, the team behind the Geraldo Rivera prime time specials, in association with Saban Productions. Terms are cash plus barter (six minutes local, one minute national).

MCA has teamed with Palladium Entertainment to bring back *Lassie*, which will be shot at the new Universal Studios Florida facility in Orlando. The producers will launch a national talent search for Lassie's new boy/owner, once played by Jon Provost. Provost, Lassie's second owner in the original, has approached MCA about a possible role in the new show, according to Schwab.

*Star*Play* (originally called *Starstruck*), is a variation on the party game, Charades, featuring two teams of celebrities and contestants. The program will be hosted by veteran game show host Tom Kennedy. Both *Lassie* and *Star*Play* are pegged for launch next fall. *Lassie* is being offered on a straight barter basis (with MCA retaining 3 minutes of national time); *Star*Play* is being offered for cash-plus-barter (6 minutes local, one minute national).

Pictionary, an adaptation of the popular board game, has been scheduled to debut in summer 1989. It is being produced by Quantum Media, the Robert Pittman-run company in which MCA has a 50% interest. The show has already been picked up by KCOP(TV) Los Angeles, KBHK-TV San Francisco, MCA-owned WWOR(TV) Secaucus, N.J. (New York), as well as the five Gaylord stations in Fort Worth, Houston, Cleveland, Seattle and Milwaukee. It is being offered on a barter basis, with stations getting 4 minutes and MCA keeping two-and-a-half minutes. □

Cable hands out its ACE nominations

HBO, for the 10th straight year, has garnered more ACE award nominations than any other cable network, with 114 of the 324 cable programs nominated for the industry's most prestigious programing honors. The nominees in 76 categories were announced by the National Academy of Cable Programing last week.

Following HBO were Arts & Entertainment (32 nominations), Showtime (23), CNN (20), Disney (18), USA (15), Discovery (14), WTBS(TV) Atlanta (13), ESPN (12), Bravo (11), Cinemax (10), Lifetime (eight), MTV (six), CBN and Nashville (five each), Nickelodeon (four), Prime Ticket (three), Madison Square Garden, Movietime and VH-1 (two each) and C-SPAN, FNN, Learning Channel, Movie Channel and an independent production that appeared on several regional sports networks (one each).

The top four shows with the largest number of nominations came from HBO. They were *Vietnam War Story* (18), *Mandela* and *The Man Who Broke 1,000 Chains* (eight each), and *HBO Comedy Hour Live* (seven).

Showtime's *It's Garry Shandling's Show* and Arts & Entertainment's *The Race for the Double Helix* had six.

Nominated for best dramatic series are HBO's *Vietnam War Story* and *Tanner '88*, and USA's *Ray Bradbury Theater*.

'Premiere Week' reverses erosion trend

Week six of the 1988-89 season (ended Oct. 30) gave the big three networks their first increase in prime time viewership compared to last year's tally. Together, the big three delivered a combined average audience of 38.8 million households—1.7 million more households than last year's week six tally. NBC won the week with a 16.4 rating and a 26.6 share; ABC had a 13.7/22.2; CBS had a 12.8/20.9.

Nielsen	□	Net	
1.	26.2/43	N	Cosby Show
2.	24.4/38	N	Cheers
3.	23.3/37	N	Different World
4.	23.2/36	C	60 Minutes
5.	21.9/33	N	Devil Worship
6.	21.4/35	A	Monday Night Football
7.	21.2/38	N	Golden Girls
8.	20.6/30	A	Roseanne
9.	20.5/33	A	Growing Pains
10.	19.8/31	N	Dear John
11.	19.5/30	A	ABC Tuesday Movie
12.	19.5/29	C	Murder, She Wrote
13.	19.2/30	A	Who's the Boss?
14.	18.8/29	A	Head of the Class
15.	18.5/28	N	ALF
16.	18.4/33	N	Empty Nest
17.	18.3/28	N	NBC Monday Movie
18.	17.8/27	N	Night Court
19.	17.6/32	N	Hunter
20.	17.4/30	C	Dallas
21.	17.3/29	C	Knots Landing
22.	16.0/24	N	Family Ties
23.	15.9/26	N	NBC Sunday Movie
24.	15.4/25	A	ABC Sunday Night Movie
25.	15.2/24	N	Midnight Caller, preview
26.	14.8/25	N	L.A. Law
27.	14.8/25	N	Tattinger's
28.	14.6/26	A	Full House
29.	14.5/26	N	Amen
30.	14.4/21	N	Day by Day
31.	14.1/26	A	20/20
32.	14.1/26	C	Falcon Crest
33.	14.1/22	C	Paradise
34.	14.1/22	N	Unsolved Mysteries
35.	13.9/21	A	Wonder Years
36.	13.4/25	A	Perfect Strangers
37.	13.4/25	N	227
38.	13.2/23	A	Crimes of Passion
39.	13.2/22	A	Mr. Belvedere
40.	13.0/20	C	Newhart
41.	12.8/22	A	Just the Ten of Us
42.	12.8/20	A	Wonder Years Special
43.	12.8/22	C	Wiseguy
44.	12.6/19	A	Mission: Impossible
45.	12.3/19	N	Magical World of Disney
46.	12.1/22	C	Garfield's Halloween
47.	12.0/18	C	CBS Monday Movie
48.	11.9/18	C	Equalizer
49.	11.7/18	C	CBS Tuesday Movie
50.	11.6/17	C	Coming of Age
51.	11.3/19	C	CBS Sunday Movie
52.	10.5/16	A	MacGyver
53.	10.3/19	C	America: C. Brown, part 2
54.	10.2/19	N	Miami Vice
55.	9.8/18	C	Dirty Dancing
56.	9.7/15	C	Annie McGuire
57.	9.5/15	A	Incredible Sunday
58.	9.3/15	C	48 Hours
59.	9.1/17	C	West 57th
60.	9.0/16	A	Police Story
61.	9.0/14	C	Van Dyke Show
62.	9.0/15	N	Something Is Out There
63.	8.3/15	N	Sonny Spoon
64.	8.0/15	A	Scandals
65.	7.6/12	A	Look of the Year
66.	7.6/14	C	Simon and Simon
67.	7.6/11	F	America's Most Wanted
68.	6.8/11	A	Making of a Model
69.	6.1/10	F	21 Jump Street
70.	4.8/7	F	Tracey Ullman, Special
71.	4.1/6	F	Gary Shandling Show
72.	3.9/7	F	Reporters
73.	3.0/5	F	Beyond Tomorrow
74.	2.7/5	F	Duet

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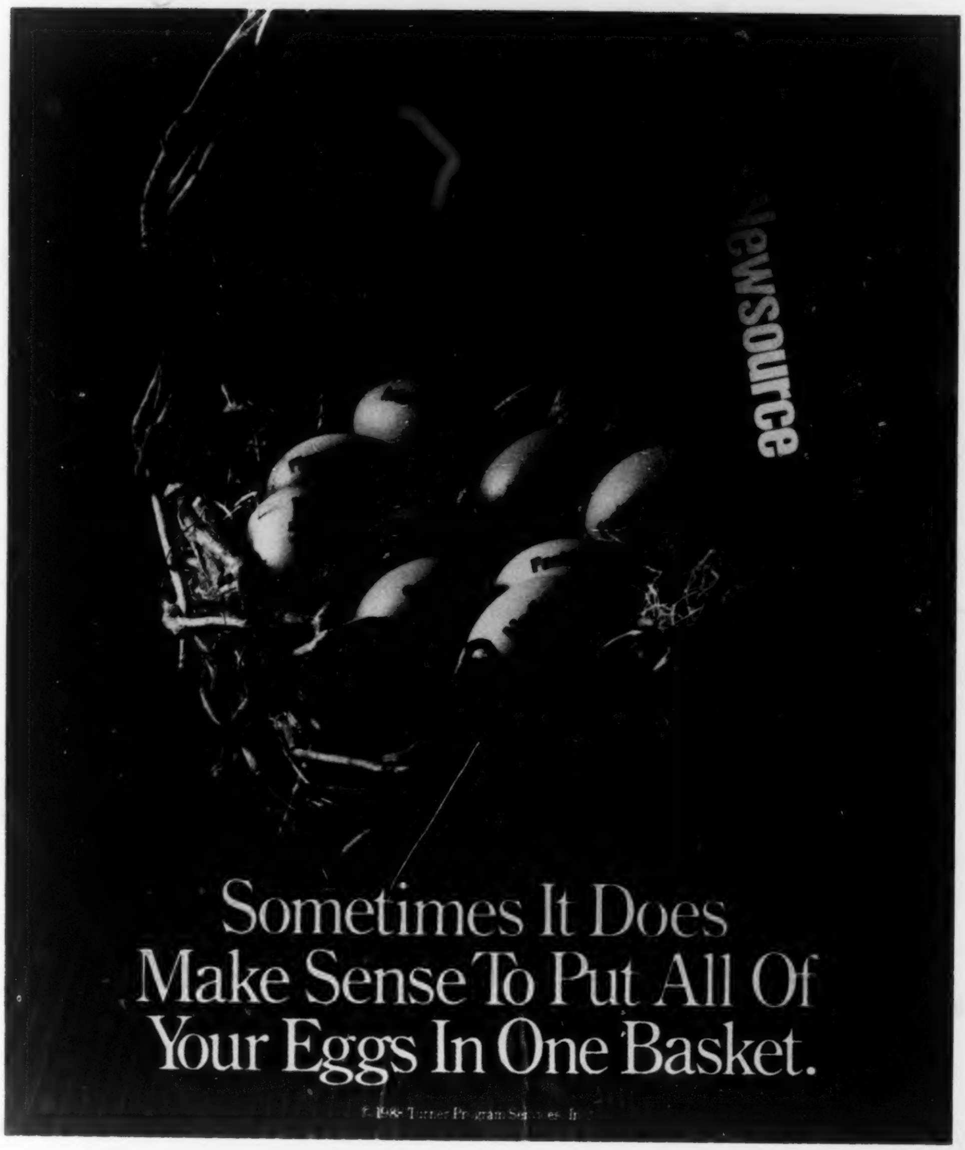
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 14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58th Year 1988

The Bush Presidency: Beginning the transition

At Large: Hollywood's Stephen Cannell

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Vol. 115 No. 20

Broadcasting Nov 14

President-elect George Bush

Cannell

Election '88...

The 1988 presidential campaign finishes with networks declaring Bush-Quayle victory before polls close on West Coast, renewing calls for uniform poll-closing legislation. **PAGE 35.**

West Coast view

... In this interview with BROADCASTING editors, writer-producer-studio owner Stephen Cannell talks about creative process, problems with expanding beyond one-hour form and possibility of moving production into Canada. **PAGE 44.**

Election aftermath...

Wall Street analysts, cable executives and radio and television broadcasters greet Bush victory with eye on administration's effect on Fifth Estate. **PAGE 38.**

42/BACK TO NEW YORK

Steve Friedman relinquishes daily management of *USA Today: The Television Show* to program's managing editor, Jim Bellows, and heads back to New York to concentrate on GTG East's development of other projects.

52/ROCKY MOUNTAIN SPORTS NETWORK

Prime Sports Network, new regional sports network, starts tomorrow (Nov. 15) with live NBA basketball game.

55/WINDS OF CHANGE

British white paper proposes extensive changes to UK's radio and television industries.

56/GLOBAL MEDIA PLAN

After making his mark on European television, British billionaire Robert Maxwell sets his sights on U.S. TV programing industry, according to his new European media chief, Mark Booth.

64/KEEPING TABS

HBO President E. Thayer Bigelow Jr. says his pay TV network's business remains strong as it adapts to changing marketplace.

65/WHAT'S NEW

NuCable Resources says it will supply news and information inserts on retail, real estate and employment topics for cable operators to integrate into their classified advertising channels.

66/DUAL IDENTITY

MCA, owner of WWOR(TV) Secaucus, N.J., goes after New York audience while increasing its New Jersey presence.

68/V FOR VETO

Citing its incompatibility with First Amendment prohibitions against content regulation, President Reagan vetoes bill that would have reimposed commercial limits on children's TV programing. His action stuns some Capitol Hill and industry groups.

61/LOCAL RADIO PUSH

Role of local radio station associations has become increasingly important in many markets, especially as groups become more organized and more active in marketing.

73/WORK STOPPED

Citing more pressing issues, Environmental Protection Agency stops work on development of federal standard limiting level of public exposure to RF radiation from radio and TV stations.

74/MEETING THE MESSENGER

Study group finds presidential press conferences as used by President Reagan seriously flawed; calls for more news conferences to be held in less formal setting in future.

103/DOWN TO EARTH

With ownership of cable systems, cable networks and TV and radio stations, and chain of more than 500 movie theaters here and abroad, Viacom Chairman Sumner Redstone is among industry's most powerful. He is also, according to one colleague, "one of the most regular guys you can imagine."

DEPARTMENTS

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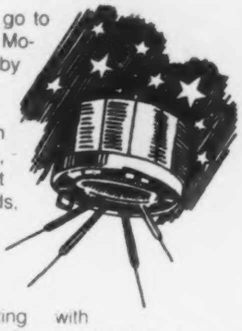
video programing by only one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.



Hughes's plan will go to parent, General Motors, for approval by end of year.

GE Americom might have beaten Hughes to punch, launching 60-watt Ku-band DBS birds, K-3 (as early as January 1990) and K-4 (both already under construction), marketing with HBO joint venture, Crimson Satellite Associates, to provide service to both cable industry and home dish owners (owning three-foot dishes), with cable likely retailers.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

Before end of year, FCC hopes to rule on April 8 round of five new applications, offering up to 32 channels in each of eight orbital slots in DBS arc.

High-Definition TV

■ Advanced Television Test Center, project cosponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, moved into temporary offices in same Alexandria, Va., building that houses PBS headquarters on Oct. 31. Permanent site for ATTC's headquarters is to be found by mid-1989, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems.

Consortium formed by several cable system operators, Cable Television Laboratories Inc. (Cable Labs), has been organized to perform HDTV transmission tests and other cable TV research and development. Temporary offices for group have been established in Boston with permanent test facilities also still in formative stage. Some have suggested that ATTC, Cable Labs and test representatives from satellite transmission companies form joint lab to provide central location for HDTV testing.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 14 proposed HDTV or EDTV transmission systems and seven other audio- or video-only subsystems. Each of 14 full systems will be studied in depth by analysis group during scheduled meeting for Nov. 14-18 in Washington.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel. Comments on issues raised in inquiry are due Nov. 31.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

Home Satellite

■ Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (As of last week President Reagan had until Nov. 18 to sign bill in order for it to become law.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure. In unexpected move, bill's chief proponent, Senator Al Gore (D-Tenn.), offered it as amendment to tax legislation on Friday evening, Oct. 7. It would have required cable programers to permit any qualified third party to distribute their services to backyard dish (TVRO) owners.

Momentum behind S 889 was believed to have weakened because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programers, move many observers feel persuaded lawmakers that congressional intervention is unnecessary.

Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,004 were received. Initial processing has been completed: 500 were directly grantable and have been put on public notice as of Friday, Sept. 30. If no petitions to deny are filed within 30 days, those grants become CP's.

Of remainder, approximately 335 were returned because of filing errors and 165 are going to lottery. Possibility of another window for filing is imminent, perhaps as soon as December. Community Broadcasters Association convention was to be held in Las Vegas Oct. 25-28. Fifteen low-power stations are signing on each month, according to CBA.

Mergers and Acquisitions

- MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either $35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible bond financing. UCT and UACI await SEC approval of new securities. Merger is also subject to shareholder approvals.
- Tele-Communications Inc. (TCI) and Comcast have closed purchase of SCI Holdings (fourth largest MSO serving 1,480,000 subscribers) from Kohlberg Kravis Roberts & Co. (KKR) and other owners. Price, including assumed debt, is $2.8 billion. Companies said that SCI's Connecticut systems, transfer of which was blocked by state's Department of Public Utility Control (DPUC), have been placed in trust pending resolution of transfer issues. DPUC objected to concentration of TCI's ownership in state. Tentative plan is for

Continues on page 84.

Completed:

over Two Billion dollars in television station sales.

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preemptions," said George Newi, ABC senior vice president, affiliate relations. Newi cited several reasons for the increase in preemptions. The first, he said, "was [that] some stations made contracts for syndicated programing to cover themselves should the strike last longer than it did," and secondly he said, "other stations bought syndicated shows to fill in during the time after the strike and before the new network schedule premiered."

The 25th anniversary of John F. Kennedy's death has spawned a number of specials, one of which aired two weeks ago, called *Who Murdered J.F.K.?* by Saban Productions. The special was carried by a number of affiliates, including ABC's WTNH-TV New Haven, Conn. "We purchased the show in the summer during the strike, when no start date to the season was set," said Lou Freifeld, WTNH-TV president and general manager. The station preempted the season premiere of *Head of the Class* and a repeat of *The Wonder Years* to air the Kennedy feature.

"We don't normally preempt network programing," said Freifeld, "especially premieres." He said: "If we had known when the network was going to air its premieres we probably would have passed on the special. It's not in our best interest to preempt the network, especially this year when we think ABC is in a good position to challenge NBC."

Who Murdered J.F.K.? was also carried by KOVR-TV, the ABC affiliate in Sacramento, Calif. "We usually have a very strict policy against preemptions," said Joanne Jackson, KOVR-TV program director, adding: "But as the strike lingered on, we looked at some of the syndicated specials." Jackson said the station aired the special on a tape-delay basis "so we wouldn't have to preempt the *Head of the Class* premiere."

Harmony Gold's *The Secret Identity of Jack The Ripper* started selling to stations at

Astaire with partner Barrie Chase

Dancing again. Some 30 years after they originally aired, and after recently having gone through a rigorous restoration process, three critically acclaimed television specials starring Fred Astaire will re-air on the Disney Channel. The first of the three, *An Evening With Fred Astaire,* premieres on Nov. 27 at 9 p.m. ET. It first aired in 1958 and won nine Emmy awards, including outstanding single program. The other two, *Another Evening With Fred Astaire* (1959) and *Astaire Time* (1960) will appear on the Disney Channel on Dec. 18, and Jan. 8, 1989, respectively.

The specials are part of a seven-week tribute to Astaire on the Disney Channel. In addition to the three specials, the tribute, *Hats Off to Fred Astaire,* also includes seven movies and two documentaries. The Disney Channel will make *An Evening With Fred Astaire* and other programing available to basic cable households as part of a free eight-day Holiday Preview which runs from Nov. 27 through Dec. 4. Bruce Rider, vice president of The Disney Channel, describes the tribute as "probably the most comprehensive portrait of Astaire's career that has ever been presented on television."

The specials have been unavailable for rebroadcast because the recordings are incompatible with modern videotape machines. The three specials were also recorded in color at a time when the majority of households had black and white sets. The UCLA Film and Television Archive, in an 18-month project described as combining "detective work with technical wizardry," restored the programs. The restoration involved modifying today's two-inch videotape machines to play back the tapes and achieve a high-quality image.

"The two-inch masters on which these shows were recorded may be the oldest surviving color videotapes," said Robert Rosen, director of the UCLA archives.

Week seven goes to NBC; CBS wins news

Nielsen		Net	Nielsen		Net
1.	25.9/41	N Cosby Show	42.	12.2/21	N Miami Vice
2.	24.1/36	A Roseanne	43.	12.1/21	C Meet the Raisins
3.	22.7/34	C 60 Minutes	44.	12.1/17	N Day by Day
4.	22.7/35	N Different World	45.	12.1/18	N Super Bloopers and Jokes
5.	22.6/39	N Golden Girls	46.	11.7/18	C Coming of Age
6.	22.3/34	A Who's the Boss?	47.	11.7/18	C Equalizer
7.	21.8/33	N Cheers	48.	11.2/17	N Baby Boom
8.	21.4/31	C Murder, She Wrote	49.	11.0/16	A Mission: Impossible
9.	21.3/37	N Empty Nest	50.	10.9/19	C America: Charlie Brown
10.	20.1/31	A Growing Pains	51.	10.8/17	C Paradise
11.	20.0/34	N L.A. Law	52.	10.1/17	C CBS Monday Movie
12.	18.7/35	N Hunter	53.	10.0/18	A Murphy's Law Special
13.	17.7/26	A Head of the Class	54.	9.4/14	F America's Most Wanted
14.	17.2/27	N Dear John	55.	9.4/13	F Married... With Children
15.	16.5/29	N Amen	56.	9.4/17	N Tattinger's
16.	16.3/26	N NBC Tuesday Movie	57.	9.3/14	A Incredible Sunday
17.	16.1/26	C CBS Sunday Movie	58.	9.1/14	C 48 Hours
18.	15.8/26	C Dallas	59.	9.0/14	A World's Greatest Stunts!
19.	15.7/26	C Knots Landing	60.	9.0/14	F 21 Jump Street
20.	15.7/25	N NBC Monday Movie	61.	9.0/15	N Something Is Out There
21.	15.5/25	A ABC Sunday Movie	62.	8.9/16	A Crimes of the Century
22.	15.4/29	A Monday Night Football	63.	8.5/15	C Dirty Dancing
23.	15.3/26	A Full House	64.	8.1/15	A Police Story
24.	15.1/24	N ALF	65.	8.1/12	C Van Dyke Show
25.	15.0/26	A 20/20	66.	8.1/14	N Sonny Spoon
26.	14.9/24	C CBS Tuesday Movie	67.	8.0/12	C Annie McGuire
27.	14.4/23	N NBC Sunday Movie	68.	7.6/12	C High Risk
28.	14.3/25	A Perfect Strangers	69.	7.4/13	A 1988 Vote: One Week Away
29.	14.3/25	N 227	70.	7.3/14	C West 57th
30.	13.8/21	A Wonder Years	71.	6.8/12	C Raising Miranda
31.	13.7/25	C Wiseguy	72.	6.5/12	N Lyndon LaRouche
32.	13.6/23	A Mr. Belvedere	73.	6.4/11	C Simon and Simon
33.	13.6/21	N Unsolved Mysteries	74.	5.9/9	N Decision '88: Countdown
34.	13.5/19	N Family Ties	75.	5.7/10	A Cary Grant: A Celebration
35.	13.1/20	A Mrs. America Pageant	76.	5.6/8	F Gary Shandling Show
36.	12.9/23	C Falcon Crest	77.	4.6/7	F Tracey Ullman Show
37.	12.8/20	A Dynasty	78.	4.2/7	F Reporters
38.	12.8/21	A Just the Ten of Us	79.	3.7/7	C LaRouche: Paid Political
39.	12.5/20	A MacGyver	80.	3.7/6	F Duet
40.	12.5/19	N Night Court	81.	2.7/5	F Beyond Tomorrow
41.	12.2/20	C Newhart			

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The winner is...

Early projections by some network observers and analysts show repeat of last year's network prime time race. **PAGE 19.**

Bird assignments...

FCC assigns slots for nine new and 10 replacement domestic fixed satellites. None of seven satellite operators who have applied are locked out. **PAGE 21.**

Wire and remembrance...

As cable television turns 40, BROADCASTING traces medium's growth from small town reception-only medium (at right) to multibillion dollar industry reaching 52% of U.S. homes, keyed by ability to deliver programing via satellite, as illustrated by Media General's earth station at its Fairfax, Va., cable system, a picture of which opens this special report on **PAGE 35.**

20/STATUS QUO

Buyers say syndicated programing sales activity will be on par with last year.

22/OVER THERE

NBC taps video news agency, Visnews, to syndicate NBC News programs and footage worldwide.

25/ONCE-OVER

Many of most highly respected specialists in advanced TV development convene in Springfield, Va., to explore strengths and weaknesses of proposed transmission systems for terrestrial delivery of advanced TV in U.S.

27/TWO MEN'S 'FAMILY'

"We amuse and offend, but we try to amuse first." That's the motto of Fox Broadcasting's bad boys of the sitcom circuit, *Married...with Children* producers Ron Leavitt and Michael Moye.

Cast of 'Married...with Children'

56/REGULATORY PREVIEW

At New York seminar, media watchers assess future of federal broadcasting policy.

Zubin Mehta conducts New York Philharmonic

50/STOP THE MUSIC

New York Philharmonic radio network, unable to find replacement sponsor for Exxon Corp., says it will conclude its broadcast series Dec. 25. It is third nationally distributed classical program to lose corporate funding in recent months.

57/PREPARED TO FIGHT

Panelists attending National Advertising Law and Business Conference address potential advertising reregulation on several fronts. Says AAF President Howard Bell: "Our toughest fights are yet to come."

58/EXIT POLL

With its abundance of sound bites, visuals and polls, election '88 is noteworthy for media's involvement in story. Critics say fascination with tactics and strategy distracted media—and thereby public—from substance of presidential contest. But in-depth coverage was available for those who wanted it.

60/CHANGE AHEAD

New majority owner in British satellite TV service, Super Channel, plans to turn unprofitable service into multilingual, music-dominated programer aimed at Europe's younger audiences.

61/GRIDIRON GLASNOST

Two U.S. college football teams will meet on Moscow gridiron next fall for match televised in U.S. and Soviet Union.

63/HDTV NEWS

According to some broadcast and cable television experts, there will be mix of HDTV transmission systems; widespread consumer marketing of HDTV may be as much as decade away.

87/UBIQUITOUS

George Gillett has combined even-handed management style with golden touch for deals to make place for himself in Fifth Estate.

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Where Things Stand

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■ ***Solid box denotes items that have changed since last issue.***

AM-FM Allocations

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	[illegible],002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with about 100 stations.

Antitrafficking

Issue essentially boils downs to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities may push for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

Children's Television

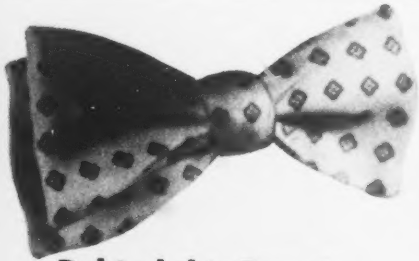
Proponents of children's television legislation suffered blow at hands of President Reagan, who issued pocket veto of bill on Nov. 5.

group during meeting held Nov. 14-18 in Washington.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel, 6 mhz channel with 3 mhz augmentation channel, 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel. Comments on issues raised in inquiry are due Nov. 31.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.



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Home Satellite

■ Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure. In unexpected move, bill's chief proponent, Senator Al Gore (D-Tenn.), offered it as amendment to tax legislation on Friday evening, Oct. 7. It would have required cable programers to permit any qualified third party to distribute their services to backyard dish (TVRO) owners.

Momentum behind S.889 was believed to have weakened because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programers, move many observers feel persuaded lawmakers that congressional intervention is unnecessary.

Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

International Satellite

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into PRC for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based PRC-UK consortium, are proposed exports in question.

Intelsat board of governors approved

continues on page 66.

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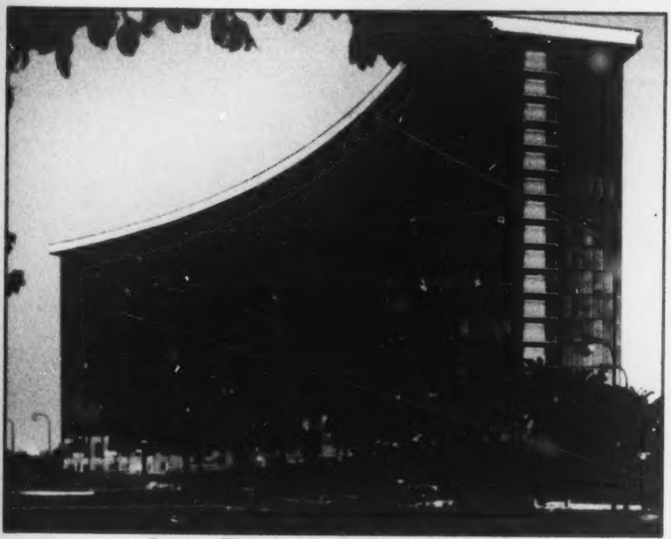

Century Plaza in Los Angeles, site of INTV

show?" Now, the question is: "Is it a good show and do we have a good time period for it?" Because of Tribune's computerized inventory system, the stations in the group are much more conscious of available inventory than they were five years ago, he added.

Schacher said that because so many syndicators were occupied with first-run shows debuting in January, he was behind schedule in looking at products for next fall. "That could change quickly," he added.

Among affiliate stations, the consensus was that the demand for programing for next fall will be the same as or less than programing demands for this season, mostly because satisfactory programing already fills available slots.

Michael McGrew, president of WAVY-TV Portsmouth, Va., said he thought he would need less programing this year from NATPE than last year. Virtually everything in his schedule this year, he said, he expected to use next year, with the possible exception of *USA Today*.

Having added *Live With Regis and Kathy Lee* and *Newhart* to the morning schedule this year, Bob McGann, station manager of CBS affiliate WCCO-TV Minneapolis, said that at this stage of the game, he, too, needed less product than last year. Another spot that might also have required syndicated programing—late night—will be filled because the station is clearing Pat Sajak's talk show.

At KPIX(TV) San Francisco, Program Manager Jim Lutton said he did not think he would require as much programing this year as last year. "I have a number of things that are working for me in early fringe." A 90-minute block of courtroom shows—which ran in later time slots last year—starts out at 3 p.m. on KPIX, followed by *Win, Lose or Draw* leading into *Kate and Allie*.

Lutton, a NATPE board member, said that stations are finding success by concentrating on different show formats, such as game, talk or courtroom shows. As the stations evolve, he said, it becomes "tougher and tougher" to find time periods for new shows. Lutton said he would wait to analyze the November book before deciding what shows he might drop next year.

Frank O'Neil, president/general manager of KXAS-TV Fort Worth, Tex., said he thought program demand would be the same as last year. One major challenge, he said, will be for people who don't have *Wheel of Fortune* to decide how to program against the top-rated show. KXAS is currently running *Win, Lose or Draw* opposite *Wheel*; he said he'd know by NATPE whether he wanted to replace the show.

"Our demand versus last year should be almost exactly the same," said Jeff Lovins, director of research and audience development for the broadcast division of A.H. Belo Corp., owner of five affiliate stations.

Five years ago, Lovins said, syndicated programs were being renewed on a year-to-year basis, with stations examining all dayparts at once. Now first-run syndication is being sold like off-network futures, he said, with shows being renewed in increments of more than one year. With *Wheel of Fortune* and *Jeopardy!* on four Belo stations and *The Oprah Winfrey Show* on all five, "That really has decided our fate for the next two years or so," Lovins said. He said that at each station, at most two half-hours were being considered for replacement in fall 1989, such as *Family Feud* at WFAA-TV Dallas and *Superior Court* and *The Judge* at WVEC-TV Hampton, Va.

Talking about the supply of new shows from syndicators, Bruce Marson, vice president of programing at WNEV-TV Boston, said: "It feels like it's going to be a slow year. We have not, to date, seen a lot of new programs." Marson said he got the sense that syndicators were not as aggressive in the past because there are so few successes among last year's crop of syndicated shows.

"I would imagine that there will be less demand this year," said Janeen Bjork, vice president/director of programing at Seltel. Rather than looking for new product, stations will be renewing current shows or trying to steal successes away from their competitors, she said. Stations aren't interested in experimenting, she said: "They're saying, 'Give me a winner!' " □

Satellite operators reap mass allocations for 1990's

FCC orbital arc plan avoids comparative hearings on slots; operators poised to make deals

It was not easy, but the FCC found enough room in the increasingly crowded geostationary orbital arc last week to assign slots for nine new and 10 replacement domestic fixed satellites, locking out none of the seven satellite operators that had applied.

Alascom, AT&T, Contel ASC, GE Americom, GTE Spacenet, Hughes Communications and newcomer National Exchange Satellite Inc. all were awarded one or more construction permits and orbital assignments last week (see chart, page 22). "We do consider the arc filled up now," said common carrier bureau Chief Jerry Brock.

In addition to 19 satellites with slots, the FCC authorized the construction of four ground spares. Of the 23 total, seven are C-band, four are Ku-band and 12 are hybrids carrying both C and Ku transponders.

Now assured of slots for their birds, the operators can firm up business plans and present more specific bids to potential customers, including the major broadcast and cable networks. "We've had to hedge everything we've said" to customers, "pending the FCC's decision," said AT&T media sales manager, David Stolz. The commission action, he said, "removes doubts that we'll be a player," and the assignments are "workable for our customers' needs."

But many of the birds may never be launched, various sources said. Because the operators over the past decade launched satellites first, sold space on them later and ran into low transponder occupancy levels, customer commitment prior to launch will be required this time around (BROADCASTING, July 18). Higher construction costs and launch insurance rates also mean $150 million to $200 million must be spent to launch each satellite. And if history is a measure, of the 20 assignments made in 1985, 16 were subsequently relinquished, according to FCC attorney Fern Jarmulnek.

Hughes was "pleased," said Carson Agnew, vice president, planning and research, that it had been awarded authority to build, launch and operate three C-band satellites to replace its cable programing birds Galaxys 1, 2 and 3; two more C-band satellites to replace Westars 4 and 5; its first two Ku satellites (Galaxys A and B), and a new C-band satellite (Galaxy 5).

(The purchase of the Westar birds from Western Union was approved Nov. 16 on delegated authority, said Brock.)

Said Agnew: "We're particularly pleased with the replacement decisions," which—by assuring replacement at positions not requiring thousands of cable operators and other users to repoint their receiving dishes—"provide continuity of service to our customers." The authorizations to launch new satellites open the way to provide new services—private business VSAT networks, for

FCC fixed satellite service orbital assignments

Applicant	*Satellite*	*Designation*	*Band*	*Orbital Slot*
Alascom	Aurora 2	Replacement	C-band	137°
ATT	Telstar 401	Replacement	Hybrid	97°
	Telstar 402	Replacement	Hybrid	89°
	—	Ground spare	Hybrid	—
Contel ASC	Contelsat 1	New	Hybrid	101°
	Contelsat 2	Replacement	Hybrid	129°
GE Americom	Satcom H-1	New	Hybrid	79°
GTE Spacenet	Spacenet 1R	Replacement	Hybrid	103°
	Spacenet 2R	Replacement	Hybrid	69°
	—	Ground spare	Hybrid	—
	GStar	Replacement	Ku-band	—
	GStar 4	New	Ku-band	64°
Hughes	Galaxy 1R	Replacement	C-band	133°
	Galaxy 2R	Replacement	C-band	74°
	Galaxy 3R	Replacement	C-band	95°
	Westar 4R	Replacement	C-band	99°
	Westar 5R	Replacement	C-band	125°
	Galaxy 5	New	C-band	64°
	Galaxy A	New	Ku-band	99°
	Galaxy B	New	Ku-band	131°
National Exchange	Spotnet 1	New	Hybrid	135°
	Spotnet 2	New	Hybrid	76°
	—	Ground spare	Hybrid	—

example, via the Ku birds—he said. Indeed all of the applicants, except Alascom, applied for and were awarded Ku-band authorizations (many in hybrid form), as most are betting VSAT and satellite newsgathering demands will continue to rise.

"I think we should prioritize continuity and stability," said FCC Chairman Dennis Patrick, describing the broad ruling as a "significant achievement. Where we accommodate all qualified applicants...without comparative hearings, it is...best from both an administrative perspective, as well as from a competitive perspective."

The central principle behind the "complex engineering and policy decisions" evident in the assignments was the commission's treating the slots as "fungible," said Brock. Although only some applicants competing for the same slots were awarded exactly what they had requested, "We do not expect there to be major upsets in the business plans of the companies [awarded second or third choices], although that is a potential issue...There are certainly slots that are more attractive than others" for coverage angle, repointing or other reasons. But if the slots had been rigidly set, he said, "we would not have been able to accommodate nearly so many satellites."

Some assignments, however, could prove entirely unworkable. "There may be some question about the viability" of Hughes's plans for one new C-band satellite, Galaxy 5, assigned to 64 degrees west longitude, said Hughes's Agnew. With that position, at the eastern edge of the domestic arc, transmission to "Hawaii is out of the question"—not an ideal proposal to offer a programer, he said. Hughes has already told the FCC it "is prepared to return" its earlier awarded Galaxy 4 license, "because that assignment [141 degrees, at the western edge of the arc] is far too unfavorable for us."

Also evident in the decisions was the FCC's prioritizing requests for assignment of replacement satellites to the same slots occupied by the applicants' current in-orbit birds. Although the commission declined to issue an absolute renewal expectancy rule—that you "have a right to a slot" established over time by operating an in-orbit satellite there—said FCC General Counsel Diane Killory, the commission "considers the need for stability and capital investment" made by the operators and their customers.

Most replacement birds were assigned slots within one degree of their predecessors, and only Spacenet 1R was assigned a slot more than six degrees away. Although Americom's Oct. 1 applications to replace its Satcom satellites later in the 1990's were not among the authorizations, the commission tacitly awarded the current Satcom slots to Americom by keeping them open.

The commission also denied two related applications during its Nov. 17 open meeting: Contel ASC's request to move ASC 2 to a new orbital slot and the Mobile Satellite Service (MSS) consortium's request that the commission reserve some of the fixed-satellite service spectrum for its use.

A Contel ASC spokeswoman said the company was "pleased" about the assignment of its C-Ku-band Contelsat 1 to the 101 degree hybrid slot, for which four other applications were pending. It declined further comment on the actions, including the ASC 2 denial, until it had assessed the full bureau report.

The decision to award Westar IV's slot, 99 degrees, to Westar buyer Hughes, rather than Contel ASC, which owns Westar IV transponders, also demonstrated the commission's deference to operators. "The commission does not deal with the transponder owner, but with the satellite operator," said Brock.

However, "as the result of the trilateral agreement" to share the arc with Mexico and Canada," said an FCC report on the actions, three satellites now in orbit will be required to relocate: Hughes must move Galaxy I one degree; Contel ASC must move ASC 1 one degree and GTE's GStar 1 must move 18 degrees (103 to 121).

In denying the MSS request, the commission said that reserving 100 mhz of each 500 mhz Ku-band allocation for MSS use "results in inefficient use of the spectrum."☐

NBC News going worldwide with Visnews

Network material will be distributed overseas; it also buys 38% interest in company from Reuters for $10 million

In NBC's first definitive step into the world of international news programing, the network last week tapped video news agency Visnews to syndicate NBC News programs and footage worldwide.

Visnews has already signed its first contract using the expanded NBC News product supply—its largest ever—an approximately $54 million, five-year deal with Rupert Murdoch's new British satellite service, Sky Television News.

VISNEWS
A REUTER Company

The NBC-Visnews alliance is tied to the American network's long-awaited $10 million acquisition of a 37.75% stake in the London-based agency from majority shareholder Reuters, whose holdings will drop from 88.75% to 51%. Visnews founder British Broadcasting Corp. holds the remaining 11.25%.

NBC has provided Visnews with domestic news footage for years, but agreed to the 10-year stake, effective next. Jan. 3, at a time when Visnews is expanding its business as provider of basic news footage to include news programing and "value-added" news services.

The NBC deal comes after two relatively unsuccessful news programing projects by the network, one a plan to offer NBC News programing via satellite to European hotels, and another to co-produce an international news magazine.

Rival U.S. news organizations have made their own moves into international news programing. CBS, for instance, supplies a news feed overseas, has signed a deal with Visnews counterpart World Television News (WTN), has sold its flagship *Evening News* program to broadcasters in France, Japan and elsewhere and also expects to see its news on a British direct broadcast satellite channel rivaling Murdoch's Sky.

Ted Turner's CNN has beamed an international version of its 24-hour news service for several years to overseas cable and hotel viewers and to broadcasters for excerpting,

Sajak sidekick. CBS has announced two appointments on ***The Pat Sajak Show.*** Dan Miller will serve as Sajak's sidekick and announcer. Miller and Sajak worked together for five years (1972-77) at WSMV-TV Nashville, where Sajak was the station's weatherman, and Miller, the station's anchorman. Tom Scott, jazz saxophonist, composer and producer, will be musical director of the late-night talk show. The show premieres Monday, Jan. 9, 1989.

'Sesame Street' counts to 20. The diverse cast of public television's ***Sesame Street,*** pictured above, began the series' 20th season on PBS last Monday (Nov. 14) with a series of celebrations that will include an exhibit at the Smithsonian Institution in Washington next spring and a Museum of Modern Art salute in New York next fall.

Robert MacNeil, William F. Buckley Jr., Charlayne Hunter Gault, Mark Russell, Alistair Cook and other PBS personalities have taped tune-in spots for ***Sesame Street***'s coming season, which will also see new filmed introductions; a new Muppet character, Blue Bird; a new Japanese cast member, Haroshi; new curriculum to encourage early interest in science, and more continuing plots.

Sesame Street's producer, Children's Television Workshop, founded by Joan Ganz Cooney, also pictured above, has begun a multi-year research project to study how children are affected by the show.

dio Six Productions/WCIX-TV Orlando, said they would jointly produce a new one-hour weekly show for next fall called *Movie Lot Magazine*, featuring entertainment and industry news.

A couple of other programs are being tested for possible roll-out in national syndication for next fall. King World announced its first so-called "R&D" project to be tested for one month on stations owned by six groups beginning Jan. 9. The program is a late-night show called *Offshore TV* from Saban Productions (BROADCASTING, Oct. 24). Mark Hudson will star (and co-produce with brother, Brett) as the operator of an off-shore pirate television facility. The show will feature fast-paced skits in the Monty Python tradition, as well as musical performances.

The show is being jointly funded by King World and the six station groups (Gillett, Group W, King Broadcasting, Midwest Communications, Post-Newsweek and Scripps Howard); word is expected shortly on which stations will take part in the test.

Group W's KPIX(TV) San Francisco is developing a reality program entitled, *Can this Marriage be Saved?* It will be distributed to a few other Group W stations, as well as some stations not owned by the company. If it works, the show is seen as a candidate for national syndication. ☐

Election night, week, go to NBC; CBS, ABC tie for news

The third week of new fall programing—the eighth week of this season (ended Nov. 13)—went to NBC's 15.2 rating and 24.2 share. ABC came in second for the week with a 13.6/21.7, while CBS closed with an 11.3/18. That works out to a combined 40.1 rating for the big three, a slim one-tenth of a rating point above week seven and represents 36.25 million households delivered.

The erosion trend continues. Last year at this time the big three managed to deliver about 39 million households. In 1986 the figure was about 42 million.

In the news race, CBS and ABC tied for first place with a 10.7/19. NBC pulled in just behind with a 10.5/19.

Election night (Tuesday, Nov. 8) went to NBC's 11.7/18.3 average, just ahead of ABC's 11.5/17.8, and almost two points ahead of CBS's 10.0/15.5. Together, the three networks delivered a combined 33.2 rating, or 30 million households.

The 30-minute broadcast by the Dukakis-Bentsen ticket on Monday night (8 p.m.) pulled in an 8.7/14 on NBC, a 7.7/12 on CBS and a 6.7/11 on ABC. The Bush-Quayle broadcast, at 8:30 p.m. Monday night, garnered a 7.8/12 on NBC, a 6.9/11 on CBS and a 6.3/10 on ABC. In all three cases, the ratings numbers dropped at 8:30. ABC won the night with its ***Monday Night Football*** broadcast at 9 p.m., which ranked 13th for the week and averaged a 16.8/28. This gave ABC a 13.6/21.3 for the night, over CBS's 11.6/17.9 and NBC's 11/17.

ABC's Sunday night opening broadcast of the "maxi-series" ***War and Remembrance***, came up with a 21.8/31 to rank fourth for the week.

Nielsen		Net
1.	30.3/47	N Cosby Show
2.	23.5/35	N Cheers
3.	22.1/37	N Golden Girls
4.	21.8/31	A War and Remembrance
5.	20.2/31	C 60 Minutes
6.	19.9/31	A Growing Pains
7.	19.3/34	N Empty Nest
8.	19.1/32	N L.A. Law
9.	18.5/28	A Head of the Class
10.	18.2/28	N Dear John
11.	18.0/26	N NBC Sunday Movie
12.	17.7/27	N Night Court
13.	16.8/28	A Monday Night Football
14.	16.6/27	A ABC Wednesday Movie
15.	16.5/23	C Murder, She Wrote
16.	16.2/28	N Amen
17.	15.9/26	C Knots Landing
18.	15.8/29	N Hunter
19.	15.8/24	N Unsolved Mysteries
20.	15.1/21	N Family Ties
21.	14.9/26	N 227
22.	14.3/24	C Dallas
23.	14.1/25	A 20/20
24.	14.0/24	A Full House
25.	13.7/21	C CBS Monday Movie
26.	13.3/23	A Perfect Strangers
27.	13.1/20	N Baby Boom
28.	13.1/23	N Miami Vice
29.	12.9/20	N Magical World of Disney
30.	12.4/19	A Dynasty
31.	12.3/19	N NBC Monday Movie
32	12.2/20	A Mr. Belvedere
33	12.2/21	C Wiseguy
34.	12.2/18	N Decision 88 Elect., 9:30pm
35	12.1/18	A 88 Vote, 9pm
36.	12.1/18	A 88 Vote, 9:30pm
37	12.1/18	C CBS Sunday Movie
38.	12.1/21	C Falcon Crest
39.	12.0/18	N Decision 88 Elect., 10pm
40	11.7/18	N Decision 88 Elect., 9pm
41	11.6/19	N Decision 88, 10:30pm
42	11.5/19	N Decision 88 Elect., 8pm
43.	11.4/18	A 88 Vote, 8:30pm
44.	11.4/18	N Decision 88 Elect., 8:30pm
45.	11.3/17	A 88 Vote, 10pm
46.	11.2/19	A Just the Ten of Us
47.	11.2/19	N NBC Friday Movie
48.	11.1/18	A 88 Vote, 8pm
49.	11.0/18	A 88 Vote, 10:30pm
50.	10.8/19	A Crimes-Century Special
51.	10.8/16	C Paradise
52.	10.6/16	C Equalizer
53.	10.4/17	C Campaign 88 Elect., 8pm
54.	10.3/15	C Campaign 88 Elect., 9pm
55.	10.2/16	C Campaign 88, 8:30pm
56.	10.1/16	A Incredible Sunday
57.	9.8/15	C Campaign 88 Elect., 10pm
58.	9.7/16	C Campaign 88, 10:30pm
59.	9.7/17	C America, C. Brown, part 4
60.	9.6/16	C Cathy's Last Resort
61.	9.6/16	N Tattinger's
62.	9.3/14	C Campaign 88, 9:30pm
63.	9.3/14	C 48 Hours
64.	8.9/16	A Police Story
65.	8.7/14	N Dukakis-Bentsen
66.	8.1/11	F America's Most Wanted
67.	7.8/12	C Annie McGuire
68.	7.8/12	N Bush-Quayle Campaign
69.	7.7/12	N Dukakis-Bentsen
70.	7.5/12	A National Love and Sex Test
71.	7.5/13	C Dirty Dancing
72.	7.3/11	C Van Dyke Show
73.	7.3/11	F 21 Jump Street
74.	7.1/12	N Decision 88 Elect., 7:30pm
75.	7.0/12	A 88 Vote, 7:30pm
76.	7.0/12	C Simon and Simon
77.	7.0/13	C West 57th
78.	6.9/11	A Knightwatch
79.	6.9/11	N Bush-Quayle Campaign
80.	6.7/11	N Dukakis-Bentsen
81.	6.7/9	F Married...With Children
82.	6.4/11	C Campaign 88, 7:30pm
83.	6.3/10	N Bush-Quayle Campaign
84.	6.1/11	C Campaign 88 Elect., 7pm
85.	6.0/11	A 88 Vote, 7pm
86.	6.0/10	C Raising Miranda
87.	5.5/10	N Decision 88 Elect., 7pm
88.	3.9/5	F Gary Shandling Show
89.	3.5/6	F Reporters
90.	3.2/5	F Tracey Ullman Show
91.	3.0/5	F Duet
92.	2.7/5	F Beyond Tomorrow

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cities' regulatory authority, but severely restricted it. And, while it put the cities' entitlement to annual franchise fees of up to 5% of gross revenues into law, it also prohibited most cities from regulating cable rates as of Dec. 29, 1986.

"The primary characteristic of the regulatory structure that was dismantled was repressive," says NCTA President Jim Mooney, who has been instrumental in the dismantling. "The FCC had suppressed cable in the interest of broadcasters and that was the policy. But I think people recognized the possibilities of cable, to understand that it was in the public interest to allow cable to develop rather than to continue to suppress it."

Just the prospect of prices being uncapped generated a financial boom. As projected cash flow spiraled upward, so did the prices of cable systems. The financial picture was enhanced also as the capital expenditures of system construction began to decrease.

What followed the Cable Act of 1984 was a period of rapid horizontal and vertical integration led by Tele-Communications Inc., the largest cable operator in the nation.

Because of rate deregulation, cable operators not only had more cash, they also had more borrowing power. "What it did was create liquidity, which we used to acquire additional cable operations, rebuild plant and invest in programing," says TCI President John Malone. "With deregulation, you are basically a [programing] purchasing agent for your subscribers. If you think it is a good shot to go into and invest in new programing, you can go ahead and do it."

Cable operators' interest in programing, in part, came from their recognition that programing, not a transmission medium, was their principal product and that if they intended to be long-term cable operators they had better establish some control over that product. And, in some cases, they merely wanted to save services from going under. TCI and others took a substantial position in the Discovery Channel when it appeared headed for extinction. "We didn't go into it because we wanted control," says Malone. "We went into it because we wanted to save it."

TCI was also among the operators who took a just-less-than-controlling interest in Turner Broadcasting System after it became hopelessly mired in the debt of Turner's purchase of MGM-UA Entertainment in March 1986. "Turner would have been owned by Rupert Murdoch if the cable industry hadn't rallied and put in some equity capital," says Malone. "We really did not want to see the most valuable programer converted to some other industry. We made the move defensively to protect the independence of the service."

Back to the Future

In Washington today, the cable industry has become a victim of its own success. The industry got so big so fast that a chorus has been raised calling for reregulation, for some control on its growing market power. The motion picture industry wants restrictions of vertical integration. Broadcasters want a new set of must-carry rules. And the cities want to reopen the Cable Act to recapture some of the regulatory power they have lost because of the Act's interpretation by the FCC and the courts.

The real threat of the moment, however, is the telephone industry, which is agitating to remove the regulatory barriers so they can offer video services along with telephone services. Cable operators believe that if telephone companies were allowed to compete with cable in their telephone service areas, they would inevitably subsidize their cable service with telephone revenues and, thus, compete unfairly. And they don't believe the FCC can prevent cross-subsidization. "I don't think the FCC has the monitoring skills to keep the process honest," says Malone.

In a sense, the industry has come full circle. The list of groups unhappy with cable looks a lot like what Daniels described in the early years. The difference is that cable is not the young upstart anymore; it is in more control of its destiny. "It's a helluva lot easier to tell the underdog story and get the sympathy of judicial bodies and politicians," admits Daniels. "Now that we are riding high, we are going to be attacked." Still, Daniels believes cable has a strong story to tell the policymakers. "If we go into every town, your constituents are watching 37 channels and they love it. Your constituents are no longer second class television citizens. That is a powerful story to tell any elected official. . . and that's what I think is our real legacy."

This "Special Report" was written by Matt Stump and Harry Jessell

Mileposts on the Road to 40

The following is a list of cable's milestones culled principally from the pages of BROADCASTING Magazine and the National Cable Television Center & Museum. In most cases, dates refer to specific issues of BROADCASTING.

1948-1952—Several CATV pioneers set up transmission systems to relay broadcast television signals to homes that cannot receive off-air reception.

June 9, 1952—National Community Television Association holds first meeting at Necho Allen hotel, Pottstown, Pa., where Martin Malarkey has built CATV system. Malarkey is elected chairman.

1953—E. Stratford Smith is elected first NCTA executive director.

1956—Bill Daniels is elected chairman of the NCTA.

Sept. 7, 1957—Bartlesville, Okla., is site of wired pay TV test, assembled by theater chain.

1958	
Subscribers	450,000
Penetration	1.1%
Revenue	$36,690,000

April 7, 1958—FCC disclaims jurisdiction over CATV in *Frontier Broadcasting* case, ruling that CATV systems are not common carriers.

May 26, 1958—Bartlesville pay TV experiment fails.

Sept. 8, 1958—Ed Craney, owner of KXLF-TV Butte, Mont., goes to court to stop Helena CATV company from picking up signal without permission.

May 23, 1960—Senate, by one vote, kills bill that would put CATV under FCC regulation.

June 13, 1960—Montana district judge dismisses suit by KXLF-TV.

July 3, 1961—District court rules that Idaho CATV operators can retransmit signals of three Salt Lake City television stations.

May 27, 1963—Appeals court approves FCC practice to use licensing powers to protect broadcasters from CATV operators in Carter Mountain case.

Oct. 7, 1963—H&B American and RKO plan merger bringing together 100,000 subscribers.

Dec. 14, 1964—CBS sues Teleprompter over unauthorized pickup of CBS programing without copyright owner's consent.

Jan. 4, 1965—FCC Commissioner Frederick Ford leaves post to become NCTA president.

April 26, 1965—FCC asserts authority over CATV: proposes local signal carriage requirements and elimination of importation of distant signals.

Aug. 2, 1365—FCC decides not to ban TV-CATV crossownership.

Dec. 6, 1965—New York issues CATV franchise to Sterling for southern Manhattan, Teleprompter for northern Manhattan and CATV Enterprises for Riverdale.

Feb. 21, 1966—FCC sets rules requiring CATV systems to carry local signals—so-called must-carry rules—and stop importation of distant signals in major markets.

May 30, 1966—District court upholds CATV liability for copyright infringement in case where Fortnightly Co. picked up TV signals from station which had bought license to film rights from United Artists.

May 29, 1967—Appeals court upholds CATV liability in *Fortnightly* case.

July 3, 1967—NCTA changes the "C" in its title from Community to Cable.

1968

Subscribers	3,500,000
Penetration	6.4%
Revenue	$240,000,000

June 17, 1968—Supreme Court gives FCC sweeping jurisdiction over cable in case where expansion of systems in San Diego was restricted pending commission hearing on importation of Los Angeles signals into that market.

June 24, 1968—Supreme Court reverses appeals court decision in *Fortnightly* case, saying cable systems do not incur copyright liability for programing they retransmit.

July 1, 1968—FCC requires that telephone companies apply to FCC for certification before building cable systems.

Dec. 16, 1968—FCC proposes rules to limit distant signal importation in all markets, require program origination and tightly control pay TV.

June 23, 1969—On-again, off-again talks between NCTA and NAB are off again as NAB board scraps joint staff agreement on cable regulation as broadcasters demand more protection.

Oct. 27, 1969—FCC requires program origination by cable systems with more than 3,500 subscribers.

Nov. 3, 1969—Supreme Court upholds FCC decision to require telephone companies to apply for certificate with commission before building cable systems. AT&T announces it will ease restrictions on pole leasebacks.

Feb. 2, 1970—FCC adopts rule prohibiting telephone companies from owning cable systems within their own service areas.

Feb. 9, 1970—Supreme Court upholds right of Nevada state PUC to regulate cable, causing other state PUC's to adopt regulations covering cable.

March 2, 1970—Supreme Court refuses review of FCC's pay TV decision.

March 30, 1970—FCC opens door to authorize domestic satellite operators.

June 29, 1970—FCC adopts wide range of cable rules, including restrictions on broadcast network ownership, crossownership within same market, siphoning of sports, expansion of distant signal importation and program origination, and setting of franchise fees.

July 6, 1970—CBS spins off program syndication and cable division into Viacom.

Oct. 19, 1970—Midwest Video challenges FCC's rules on cable systems originating programing.

May 19, 1971—Appeals court overturns FCC program origination guidelines.

Oct. 25, 1971—Irving Kahn, chairman of Teleprompter, is convicted of bribery, conspiracy and perjury in case obtaining cable franchise in Johnstown, Pa.

Nov. 15, 1971—Office of Telecommunications Policy compromise on cable rules is agreed to by cable and broadcasters, laying groundwork for further FCC action following year.

Feb. 7, 1972—FCC announces new package of cable rules in massive report and order that will take effect March 31. Rules address syndicated exclusivity, distant signal importation, public access channels and technical standards.

May 8, 1972—District court rules against CBS, saying cable can pick up signals without incurring copyright liability.

July 24, 1972—Cox Cable and ATC propose merger; six months later, Justice Department objects.

Nov. 8, 1972—HBO's inaugural cablecast is National Hockey League game transmitted to Service Electric system in Wilkes-Barre, Pa.

March 12, 1973—New York appeals court overrules district court in CBS copyright case, saying cable companies are liable for costs incurred in retransmission of local signals.

March 23, 1973—HBO produces first original pay TV event, *Pennsylvania Polka Festival*, from Allentown, Pa., fairgrounds.

HBO's polka festival

April 23, 1973—Cox and ATC decide to call off merger, rather than engage in antitrust fight.

June 25, 1973—Teleprompter's national satellite system allows House speaker Carl Albert, in Washington, to address NCTA convention 3,000 miles away in Anaheim, Calif. FCC chairman Dean Burch says cable-network competition is "a good thing."

VIA SATELLITE

Albert

Sept. 17, 1973—FCC culminates year of loosening rules on satellites by approving application of five Domsat companies, paving way for satellite transmission of cable programing.

Oct. 22, 1973—Jack Kent Cooke takes over as chairman of Teleprompter during suspension of company's stock trading.

Jan. 21, 1974—White House releases report on cable calling for substantial deregulation and for separation of control of content and transmission as soon as industry hits 50% penetration.

March 11, 1974—Supreme Court overturns appeals court ruling in CBS copyright case, saying cable companies are not liable to pay copyright fees for programing they carry. Court also throws out FCC rules on assessing fees on industries it regulates, including cable.

March 24, 1975—FCC completes rules loosening restrictions on pay cable, paving the way for HBO's expansion.

June 30, 1975—Robert Schmidt becomes NCTA president.

July 14, 1975—FCC removes cable rebuild requirement deadline of March 31, 1977.

Oct. 6, 1975—HBO provides first live satellite feed of event, as Florida and Mississippi systems see Ali-Frazier fight from Manila.

Feb. 2, 1976—House Telecommunications Subcommittee report charges FCC with protecting broadcasters, recommends cable-only legislation.

April 5, 1976—Cable Television Administration & Marketing Society incorporates, with Greg Liptak elected president.

Oct. 4, 1976—Congress passes copyright law creating structure for cable operators to make yearly copyright payments to Copyright Royalty Tribunal.

Dec. 20, 1976—Ted Turner puts WTCG(TV) Atlanta, now WTBS(TV), on satellite for nationwide cable distribution. FCC approves use of earth stations with antennas less than nine meters in diameter.

Feb. 14, 1977—Warner Cable announces it will offer two-way interactive Qube service in Columbus, Ohio.

March 28, 1977—Appeals court overturns FCC pay cable rules, designed to protect broadcasters from cable siphoning of sports and movie programing.

Oct. 17, 1977—HBO reports its first quarterly profit.

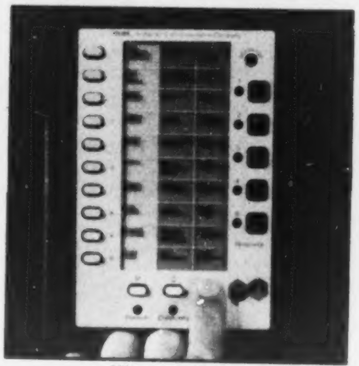
Dec. 5, 1977—Warner Cable inaugurates Qube in Columbus.

1978

Subscribers	12,817,190
Penetration	17.5%
Revenue	$1,500,000,000

Feb. 13, 1978—Congress passes pole attachment bill.

March 13, 1978—Viacom begins nationwide satellite distribution of Showtime.



Warner's Qube

Oct. 30, 1978—FCC endorses "open entry" policy for satellite resale carriers, giving boost to concept of superstations. Four carriers are granted permission to distribute WGN-TV Chicago, joining Turner's WTCG(TV), which plans to sell advertising now at national rates, on satellite.

March 19, 1979—Cable Satellite Public Affairs Network, with live coverage of House of Representatives, is launched.

April 9, 1979—Supreme Court throws out FCC local origination rules.

May 28, 1979—Ted Turner announces plans for Cable News Network, 24-hour service devoted to news.

July 16, 1979—Thomas Wheeler becomes NCTA president.

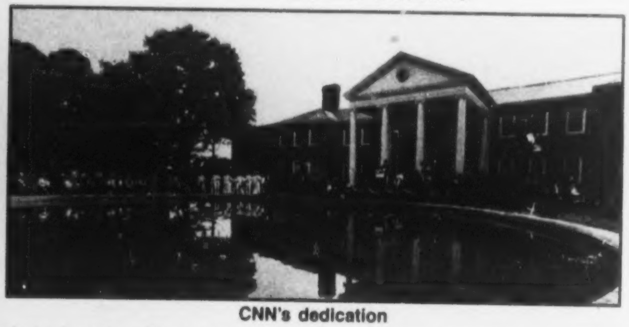
Sept. 3, 1979—ESPN, 85% owned by Getty Oil at time, is launched.

Feb. 4, 1980—Black Entertainment Television is launched.

April 14, 1980—UA-Columbia Cablevision and Madison Square Garden Corp. form USA Network.

April 21, 1980—Appeals court affirms FCC order freeing cable systems from obligation to black out "significantly viewed" distant signals that duplicate local ones.

April 28, 1980—Getty Oil, Columbia Pictures, MCA, Paramount and 20th Century Fox announce Premiere, pay television venture designed to compete with HBO and Showtime.



CNN's dedication

June 2, 1980—Turner launches Cable News Network.

June 30, 1980—CTAM lays foundation for creation of Cabletelevision Advertising Bureau.

July 28, 1980—FCC repeals cable distant signal importation and syndicated exclusivity rules.

Oct. 20, 1980—Westinghouse and Teleprompter propose $646 million merger.

Nov. 24, 1980—Appeals court stays FCC order lifting distant signal and syndicated exclusivity rules.

Dec. 15, 1980—Former CBS President Arthur Taylor forms Entertainment Channel with Rockefeller Center.

Feb. 23, 1981—Cable company awarded $6.3 million in conspiracy suit that implicated mayor and Gulf Coast Cable in limiting competition of Houston cable awards. Bob Alter named president of CAB.

June 8, 1981—Partners in Premiere dissolve service after Justice Department attacks plan on antitrust grounds.

June 22, 1981—Appeals court backs FCC's repeal of distant signal and syndicated exclusivity rules.

Aug. 3, 1981—MTV, 24 hours of music videos, is launched.

Aug. 10, 1981—Times Mirror announces it will launch 24-hour movie service, Spotlight, on Sept. 1. Other MSO's will eventually invest in the service, but venture will ultimately fail.

Aug. 17, 1981—Westinghouse and ABC form Satellite News Channels, second 24-hour news operation that will compete with CNN.

Aug. 31, 1981—Ted Turner announces he will launch CNN2, to compete with SNC.

Oct. 12, 1981—CBS Cable is launched. Industry holds first Cable Software Symposium in New Orleans.

Jan. 4, 1982—RCA's Satcom III-R begins transmission of cable programing, and will soon become prime cable bird. Turner launches CNN2, later renamed Headline News.

Jan. 18, 1982—Supreme Court rules in *TCI vs. Boulder, Colo.*, that municipalities are not immune from antitrust suits. Supreme Court also refuses to review of *Malrite* case, thus upholding FCC's repeal of distant signal and syndicated exclusivity rules.

June 21, 1982—Satellite News Channel is launched.

Aug. 23, 1982—Time announces plans to launch TV-Cable Week, weekly programing guide.

Sept. 30, 1982—CBS shuts down CBS Cable after suffering $30 million in losses.

Oct. 25, 1982—Copyright Royalty Tribunal sets new 3.75% rate for copyright payments on distant signals.

Nov. 15, 1982—Mile Hi Cablevision announces it will reduce 110-channel new build to 55 channels, in light of lawsuit brought by Mountain States Legal Foundation against city and company.

Jan. 10, 1983—Showtime and The Movie Channel announce merger.

Feb. 28, 1983—Supreme Court clears Eastern Microwave from copyright payments.

March 7, 1983—Nashville Network is launched by Group W.

April 11, 1983—Quincy, Mass., cable system appeals constitutionality of FCC's must-carry rules.

April 18, 1983—Disney Channel is launched.

June 20, 1983—Daytime and Cable Health Network merge into what will become Lifetime.

Sept. 19, 1983—Time folds *TV-Cable Week* after $47 million in losses.

Sept. 26, 1983—Kohlberg, Kravis, Roberts buys Wometco for $842 million.

Oct. 17, 1983—Turner buys SNC for $25 million, then shuts it down.

Nov. 14, 1983—FCC rules that local governments cannot regulate nonbasic cable rates in Nevada decision.

Dec. 19, 1983—Showtime buys Spotlight.

Jan. 9, 1984—Appeals court affirms CRT 3.75% rate decision.

Jan. 16, 1984—Warner Cable announces it will scale down scope of new builds in Milwaukee and Dallas.

Jan. 23, 1984—Supreme Court rules that home taping is legal.

April 9, 1984—James Mooney assumes NCTA presidency from Tom Wheeler.

April 16, 1984—TCI said it will scrap Qube system if it buys Warner's Pittsburgh cable franchise.

May 7, 1984—ABC exercises option and takes majority control of ESPN with $202 million purchase.

Aug. 13, 1984—Appeals court rules that Houston franchise process of dividing city among several applicants violated antitrust law.

Oct. 15, 1984—Congress passes Cable Communications Policy Act. Bill deregulates rates as of Jan. 1, 1987, permits franchise authorities to charge operators 5% franchise fee and require local access channels, establishes franchise renewal process, prevents telephone companies from owning cable systems in their own service areas, and requires FCC to provide yearly EEO certification.

NCTA's Jim Mooney and Bert Carp

Dec. 1, 1984—Turner shuts down one-month-old Cable Music Channel, selling assets to MTV for $1 million.

March 11, 1985—Appeals court gives cable First Amendment victory in *Preferred-Los Angeles decision*, declaring cities cannot use franchising process to deny cable operator access.

April 1, 1985—Appeals court rules that *Pacifica* indecency standards do not apply to cable.

April 8, 1985—Justice Department approves 180,000 subscriber swap between Times Mirror and Storer, clearing way for practice of swapping system for economic clustering benefits.

April 22, 1985—Turner officially launches $5.2 billion bid for CBS.

April 29, 1985—KKR launches $2 billion buyout bid for Storer Communications.

June 24, 1985—Discovery Channel launches.

July 22, 1985—Appeals court overturns *Quincy* decision, ruling FCC's must-carry rules unconstitutional.

Aug. 5, 1985—CBS successfully fights off Turner. Storer board chooses KKR over Comcast as suitor.

Aug. 12, 1985—One week after losing CBS fight, Turner launches $1.5 billion bid for MGM/UA. Warner Communications buys out American Express interest in Warner Amex for $450 million.

Sept. 2, 1985—Viacom purchases MTV Networks for $690 million.

Sept. 30, 1985—Appeals court throws out FCC's pole attachment rate formula in *Alabama Power* case.

Oct. 28, 1985—Council for Cable Information disbands after 10 months in operation.

Nov. 25, 1985—Appeals court backs Southern Satellite in WTBS(TV)-Hubbard copyright case.

Dec. 2, 1985—Viewer's Choice and Request Television launch pay-per-view services.

Dec. 30, 1985—Five MSO's—TCI, ATC, Comcast, Century and Daniels—make $2.1 billion purchase of Group W's 2.1 million subscribers, largest cable deal to date.

March 3, 1986—Cable and broadcast industries agree to must-carry compromise. Senate votes for televised coverage of proceedings, laying foundation for C-SPAN II, which launches June 2.

May 5, 1986—HBO's feed is interrupted by "Captain Midnight," protesting pay service's pricing and scrambling.

June 9, 1986—Supreme Court sends *Preferred* case back to trial court, further muddying cable's First Amendment status.

June 16, 1986—Supreme Court denies review of *Quincy* must-carry case, sealing fate of first set of must-carry rules.

June 30, 1986—Four MSO's, TCI, United Cable, Cox and Newhouse, take 40% stake in Discovery Channel, signaling beginning of greater MSO participation in programing services.

Aug. 11, 1986—General Instrument buys M/A Com's cable division for $220 million.

Sept. 1, 1986—Appeals court backs district court's $36 million verdict against TCI in *Jefferson City, Mo.*, case. TCI contended that First Amendment entitled it to continue operating there after city revoked its franchise.

Sept. 15, 1986—Appeals court rules that Utah law aimed at "obscene" programing on cable violated First Amendment.

Oct. 6, 1986—Home satellite scrambling bill is defeated 55-44 in waning days of congressional session.

Jan. 26, 1987—Kirk Kerkorian and 14 cable operators take 35% stake in Turner Broadcasting for $550 million, giving cable operators greater control of TBS.

Feb. 16, 1987—FCC opens rulemaking on reestablishing syndicated exclusivity rules and removing cable's compulsory license.

March 2, 1987—Supreme Court rules in Florida Power case that FCC can regulate pole attachment rates.

March 9, 1987—Sumner Redstone and National Amusements win battle for Viacom, in $3.4 billion buyout offer. Supreme Court upholds decision in *TCI-Jefferson City, Mo.*, case. Decision leaves open interpretation that cable is natural monopoly.

March 23, 1987—ESPN gains part of NFL contract for Sunday night games.

March 30, 1987—FCC adopts new version of must-carry rules, including five-year sunset and A/B switches that subscribers, not cable systems, will pay for. Supreme Court rules that Utah "obscene" programing statute violated cable operator's First Amendment rights.

Nov. 9, 1987—Telephone companies launch offensive to be allowed to own cable systems in their service areas. ESPN carries first NFL regular season game.

Dec. 14, 1987—Appeals court rules FCC's second attempt at must-carry rules unconstitutional.

Jan. 4, 1988—TCI, Comcast and ATC contract to buy Storer Communications for $2.8 billion, record cable system purchase. Deal will come unglued, but TCI and Comcast will reenter talks later to buy company for approximately same price.

Jan. 11, 1988—Appeals court backs Hollywood's contention on interpretation of copyright fees cable operators pay. Ruling effectively doubles cable operator payments to CRT and puts distant signal carriage in further jeopardy.

1988

Subscribers	47,042,470
Penetration	52.8%
Revenue	$13,000,000,000

April 18, 1988—FCC approves GTE's application to build cable system in Cerritos, Calif., within company's service area.

May 9, 1988—NBC buys Tempo Television from TCI for $46 million, giving broadcast network further foothold in cable industry. Fourteen MSO's and five networks form Cable Captioning Consortium, to support closed captioning for hearing impaired.

May 23, 1988—FCC votes to reinstitute syndicated exclusivity rules.

June 20, 1988—NTIA releases 127-page report suggesting changes in cable's regulatory framework, including telephone company entry.

July 4, 1988—Deal by five cable programers to work with National Rural Telecommunications Cooperative takes wind out of sails for passage of TVRO bill.

Oct. 3, 1988—Turner launches Turner Network Television.

Oct. 31, 1988—FCC asks Congress to repeal compulsory license.

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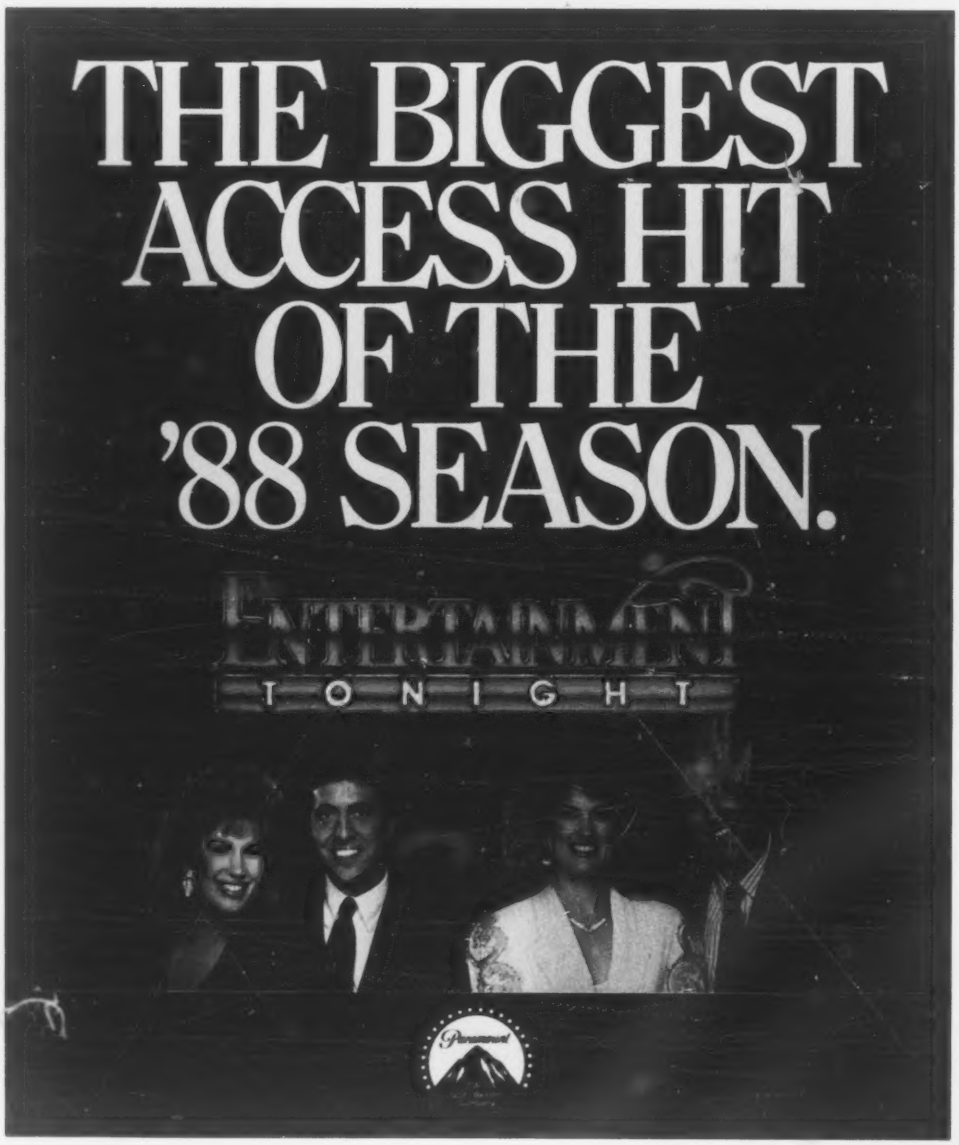
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Vol. 115 No. 22

More stations on the block . . .

Two station groups put nine television stations and five radio stations up for sale, adding properties worth roughly half a billion dollars and contributing to doubts about station business. **PAGE 51.**

Expanding news search . . .

Public affairs stories, spot news, and investigative and documentary pieces making up BROADCASTING's annual sample of local journalism efforts nationwide point to ever-enlarging reach of stations using satellite technology and networking to bring news home to their respective communities. **PAGE 63.**

KSAT(TV) San Antonio, Tex., reporter Cathy Teague

54/*BUSINESS REPORT*

In this interview with BROADCASTING editors, Blair TV's James Rosenfield discusses new study on media futures, changing market conditions and "real growth" on station side. Results of Blair-commissioned study produced by Wilkofsky Gruen Associates, appear on page 53.

57/*CAMERAS IN THE COURT*

Media groups band together to offer five-minute private demonstration of television cameras in Supreme Court in hopes of urging High Court to open its sessions to broadcast coverage.

56/*PHASING IN FIBER*

Tele-Communications Inc. says it will phase in fiber optic technology to deliver cable TV signals in its systems.

119/*RESISTANCE*

National Association of Broadcasters faces opposition from some of its FM members for association's position on power upgrades for Class A FM stations.

111/*NEWS LAND*

Radio-Television News Directors Association's 43rd international conference and exhibition begins in Las Vegas Nov. 30-Dec. 3, with workshops, panels and exhibits. Speakers include former Secretary of Education William Bennett and keynoter Ed Bradley, CBS News *60 Minutes* correspondent (above).

122/*EASY COME, EASY GO*

This past year has seen number of stations drop their easy listening formats, some of which have been on air for as many as 25 years. Those keeping it are trying to adjust their approach.

126/*COMING HOME*

ABC-TV's daytime information program *Home*, although low-rated and unprofitable, is being expanded to hour with hopes that it will become another "franchise."

127/*UK DISNEY*

Walt Disney Company agrees to jointly market new British pay Disney Channel with Rupert Murdoch's Sky Television movie service and to provide Sky Movies with Disney films.

129/*PREFERENCE POLICIES*

Appeals court judges, hearing arguments over FCC's minority and gender preference policies, suggest they are bound by Supreme Court precedent.

131/*LET THEM IN*

FCC study says telephone companies should be allowed to offer video transmission services as common carriers and, with certain safeguards, to make use of services to distribute programing.

132/*CASH REVIEW*

At upcoming affiliate board meetings, three television networks are expected to review cash compensation paid to affiliates.

151/*NEWS AS PUBLIC SERVICE*

Missourinet news director and incoming RTNDA chairman Bob Priddy thinks of himself primarily as reporter, working in "the most creative of the media and the most intimate."

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■ *Solid box denotes items that have changed since last issue.*

AM-FM Allocations

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†

Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

Antitrafficking

Issue essentially boils downs to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities may push for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

$242,060,000 to CPB, with additional $56,810,000 for satellite.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

TV Stereo

Approximately 500 stations, over one-third of those now on air in U.S., are equipped to transmit stereo audio, including 59 ABC affiliates, 65 CBS affiliates, 146 NBC affiliates and 81 noncommercial stations.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programing at what operators feel are equitable rates. Wireless pioneers charge that programers' recalcitrance is due to pressure from conventional operators, the programers' principal customers and, in some cases, their owners. Programers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

To keep cable programing flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

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lion from the sale of the LPTV properties.

BROADCASTING has learned that several months before deciding to put its eight-station group on the market, Knight-Ridder received, and turned down, an unsolicited bid of $425 million from a buyer represented by Sandler Associates. As of last week, the company was still said to be refusing private negotiations and was instead set on an "auction" of the individual stations, taking bids from among the dozens of interested parties who recently received "financials" on the stations. Preliminary bids are said to be due the middle of December.

Those financials, according to several who have received them, do not reflect a bright fiscal outlook—and, to the extent the company is representative of the affiliate universe, of that industry segment. Revenue and cash flow at a majority of the stations are said to be down, despite the benefit of political, and in two cases Olympic, advertising dollars. WPRI(TV) Providence, an ABC affiliate, is expected to be up $5 million in revenue, to roughly $22 million, but $3 million of that was from political advertising. Cash flow at WPRI is projected to be up $2 million, to nearly $9 million. WTKR(TV) Norfolk, Va., was also said to be up for 1988, although below the performance of several years ago.

Most other stations did not fare as well. KOLD(TV) Tucson is expected to report flat revenue in 1988 of $7.5 million, producing cash flow of $1 million. WNGE(TV) Nashville is expected to show a slight decline in revenue to $14 million, causing an equal loss of cash flow, to $2 million. Another source said that WALA(TV) Mobile, Ala., an NBC affiliate, would report flat revenue with cash flow expected to decline $500,000 to $3.5 million.

The more stations added to the for-sale roster, the more suspensful the uncertainty over station values becomes. The absence of transactions has so far prevented a pattern from emerging, although most observers still expect average station multiples—a station's sale price divided by its cash flow—to decline a little from their figures of a year ago.

Causing further confusion about the value of affiliate TV stations is the changing attitude of the networks. In historically unprecedented ways, ABC, CBS and NBC are reviewing, and in some cases changing, compensation and other traditional links in the network-affiliate relationship.

In one recent case a tougher network attitude regarding station clearances was said to have caused one seller, Shamrock Broadcasting, to pull its station from the market ("In Brief," Nov. 14). ☐

TV networks' revenue grows by double digits in third quarter

The three broadcast television networks posted a combined revenue increase of 16.1% in the third quarter of 1988, to $1,547,054,000, according to numbers provided last week by the Broadcast Financial Management Association. It appears that all of the $215 million increase in net revenue was due to the Olympics, half of which are included in the third-period reporting of NBC—the other half will be included in the fourth-quarter numbers. The revenue figures are unaudited and are voluntarily submitted by ABC, CBS and NBC to Arthur Young & Co.

Comparing the third-quarter revenue with the prior-year's period revenue is complicated because the Olympics aired in several dayparts. Advertising dollars from the event are included in the sports category, even though the advertisements may have actually run in prime time, early morning, daytime or latenight when the Olympics preempted regular programing. Also affecting comparisons are political advertising dollars, which totaled $6 million in the three months ending September. A new category added to the BFMA numbers is A.M., which comprises revenue from early morning news shows on at least two of the three networks.

Third-quarter television network revenue: 1988 vs. 1987

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Third quarter '87	$3,940	$0	$0	$0	$0	$3,177	$0	$7,117
Third quarter '88	2,526	0	0	0	0	1,282	0	3,808
% change	-35.89	0	0	0	0	-59.65	0	-46.49
All other gross revenue from time sales								
Third quarter '87	783,826	79,853	42,806	236,745	38,497	243,151	135,197	1,560,075*
Third quarter '88	690,076	81,638	44,790	257,748	34,003	550,719	157,095	1,816,069*
% change	-11.96	2.24	4.63%	8.87	-11.67	126.49	16.20	16.41
Total gross revenue from time sales								
Third quarter '87	787,766	79,853	42,806	236,745	38,497	246,328	135,197	1,567,192
Third quarter '88	692,602	81,638	44,790	257,748	34,003	552,001	157,095	1,819,877
% change	-12.08	2.24	4.63	8.87	-11.67	124.09	16.20	16.12
Less advertising agency commissions								
Third quarter '87	118,102	11,980	6,420	35,552	5,777	36,333	20,278	234,442
Third quarter '88	103,907	12,245	6,719	38,667	5,086	82,641	23,558	272,823
% change	-12.02	2.21	4.66	8.76	-11.96	127,45	16.18	16.37
Total net revenue from time sales								
Third quarter '87	669,664	67,873	36,386	201,193	32,720	209,995	114,919	1,332,750
Third quarter '88	588,695	69,393	38,071	219,081	28.917	469,360	133,537	1,547,054**
% change	-12.09	2.24	4.63	8.89	-11.62	123,51	16.20	16.08

*Does not include color insertion revenues.

**Includes political parties/candidates revenues of $6,010,000 for the 1988 third quarter.

departure last summer. **Bradley Holmes,** chief of FCC Policy and Rules Division, who had hoped to be given recess appointment to FCC—his nomination to commission had also been pending before Senate when it adjourned—was disappointed. And White House spokeswoman said no further recess appointments were expected. Name of Washington attorney **Susan Wing**—whose nomination to FCC also died with last Congress—was not on list, either, but her nomination to commission by new Bush White House is regarded as virtual certainty.

□

Lifetime announced two major additions to its 1989 schedule last week: *Emily Undercover*, companion piece for *The Days and Nights of Molly Dodd*, premiering in April, and acquisition of former ABC series *Spenser: For Hire* for run starting in January. *Emily* will be produced by Think Entertainment, partnership between Shelley Duvall and TCI, Newhouse Broadcasting, United Cable and UA Communications. It is about former actress and part-time waitress turned private investigator. Lifetime's agreement calls for six half-hour episodes, with option for seven more. *Emily* will premiere in April 1989 at same time Lifetime premieres its 13 episodes of *The Days and Nights of Molly Dodd*. Deal marks first time Lifetime has committed to producing original dramatic series. Edward Adler and Stanley Wilson are executive producers of *Emily*. *Spenser* deal gives Lifetime all 64 episodes of Warner Bros. Television production, plus two-hour pilot. Pilot will be shown Jan. 16 at 9 p.m.; series will premiere on Jan. 17, and will run Tuesday-Friday at 7 and 11 p.m. and Saturday at 3 and 11 p.m.

□

Grey Advertising Inc. has reportedly agreed in principle to sell its majority interest in LBS Communications, its television syndication division, to LBS Chairman Henry Siegel, and new company started by Warburg, Pincus Capital Co. Price is said to total about $38 million in cash and notes for 80% of company now owned by Edward Meyer, Grey chairman, president and CEO, and by Grey Advertising Inc. Siegel owns other 20%.

□

Fox Broadcasting Co.'s ***Married With Children*** **scored 10 rating/14 share** on Sunday, Nov. 20, its highest numbers to date. *Married*, airing in 8:30-9 p.m. slot, placed number-one in time period among men and women, 18-49, and among teenagers. Over all, show ranked 52nd in Nielsen's weekly report, finishing ahead of CBS's *48 Hours*, *Annie McGuire* and *Van Dyke Show* and NBC's *Tattinger's*. □

Victory of Conservative Party in Canadian election last week means early action on legislation providing for compulsory license for cable systems picking up and retransmitting American TV signals. Legislation, which would exempt cable systems within Grade B contour of originating station plus 35 kilometers, is part of package that would implement U.S.-Canadian free trade agreement that is to become effective Jan. 1. U.S. Congress has approved agreement and President Reagan has signed it. Conservatives' opponents in election had threatened to tear up agreement if they won. □

Cable and motion picture industries resumed talks last week, and although accord has yet to materialize, parties intend to keep up discussions. Among those on cable side attending meeting with Motion Picture Association of America President Jack Valenti at MPAA headquarters in Washington, were Tele-Communications Inc.'s John Malone and National Cable Television Association President Jim Mooney.

□

President Reagan's pocket veto of ethics bill Nov. 25 is likely to be well-received by those in or considering possibility of, government service. Legislation was aimed at curbing so-called "revolving door" practice in Washington and would have stiffened current lobbying restrictions on exiting administration officials. It was viewed, however, as deterrent to attracting "good" people to government, according to statement released by White House. Reagan, who had until last Friday to sign measure into law, also said it was "excessive and discriminatory." Under bill, former lawmakers and Hill aides would face only one-year lobbying ban, while executive branch employes would be subject to greater restrictions.

'War' closes ABC-NBC gap; ABC wins news

Week nine (ended Nov. 20) went to NBC, with a 15.8 rating and a 25.1 share, but ABC's four nights of War and Remembrance broadcasts helped give that network a 14.9/23.5 share. CBS closed out the week with a 12.4/19.7.

ABC squeaked by CBS to take the evening news race with an 11.3/20 over CBS's 11.2. NBC came in with a 10.5/19.

Together, the three networks pulled in a combined 43.1 rating, representing 38.96 million households delivered, up from week eight's 36.25 million.

ABC won two of the four nights it broadcast War, Tuesday and Wednesday, but couldn't manage to overtake NBC's Thursday lineup or CBS's Sunday night win. ABC also won Friday night with a 14.1/22.9 average, edging out CBS, which averaged a 13.1/22.4 for the night.

NBC took three nights, Monday, Thursday and Saturday. CBS took Sunday.

1	27.0/42	N Cosby Show
2	24.2/37	N Different World
3	23.4/39	N Golden Girls
4	22.7/34	C 60 Minutes
5	21.4/31	N Cheers
6	20.3/34	N Empty Nest
7	20.2/32	A Growing Pains
8	20.1/29	C Murder, She Wrote
9	19.9/31	N NBC Monday Movie
10	19.8/31	A War and Remembrance, 3
11	19.0/29	A War and Remembrance, 2
12	18.0/27	N ALF
13	18.0/27	N ALF Special
14	18.0/26	N Dear John
15	17.9/27	N Hogan Family
16	17.3/28	N L.A. Law
17	17.0/26	A War and Remembrance, 5
18	16.8/25	A War and Remembrance, 4
19	16.8/26	N Unsolved Mysteries
20	16.7/26	N NBC Sunday Movie
21	16.4/28	N Amen
22	16.4/25	N Night Court
23	16.2/27	A Full House
24	15.9/29	N Hunter
25	15.7/27	A Monday Night Football
26	15.5/24	N NBC Tuesday Movie
27	15.3/23	C Designing Women
28	15.3/26	N 227
29	15.1/24	C CBS Sunday Movie
30	14.9/25	A Perfect Strangers
31	14.8/24	C Dallas
32	14.7/22	C Murphy Brown
33	13.8/25	A 20/20
34	13.6/22	A Mr. Belvedere
35	13.0/20	C CBS Reports: JFK
36	13.0/20	C Newhart
37	12.9/23	C Falcon Crest
38	12.8/21	C People Magazine on TV
39	12.5/19	N Baby Boom
40	12.3/18	C CBS Tuesday Movie
41	12.2/20	A Just the Ten of Us
42	11.9/20	C Wiseguy
43	11.8/17	A Mission: Impossible
44	11.6/20	C Beauty and the Beast
45	11.5/17	C Coming of Age
46	11.5/17	N Magical World of Disney
47	11.4/17	C Equalizer
48	10.9/19	N Miami Vice
49	10.5/16	A Incredible Sunday
50	10.4/18	A ABC Sat. Movie Special
51	10.2/17	N NBC Friday Movie
52	10.0/14	F Married... With Children
53	9.8/14	F America's Most Wanted
54	9.7/16	A Kenny Rogers Special
55	9.5/15	C 48 Hours
56	9.0/14	C Annie McGuire
57	8.8/15	N Tattinger's
58	8.0/13	C Van Dyke Show
59	7.9/14	C West 57th
60	7.7/13	A Trackdown
61	7.6/12	C High Risk
62	7.5/13	C Dirty Dancing
63	7.4/11	A Knightwatch
64	7.3/11	F 21 Jump Street
65	6.8/12	C Raising Miranda
66	6.5/11	C Simon and Simon
67	5.5/8	F Gary Shandling Show
68	4.4/6	F Tracey Ullman Show
69	3.7/6	F Duet
70	3.5/6	F Reporters
71	2.5/4	F Beyond Tomorrow

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Vol. 115 No. 23

Gone West... Cable industry heads to Anaheim for discussions of industry's hottest topics: cable-telco; future of basic, pay and PPV; fiber optics, and HDTV. CNBC signs Cox and Cablevision Systems to carry its new cable programing service. **PAGE 36.**

America's Watching
WESTERN SHOW '88

High point... NBC's record bid wins 1992 Olympics in Barcelona, Spain. **PAGE 35.**

RTNDA '88... Some 1,500 broadcast journalists and others gather for RTNDA's international conference and exhibit in Las Vegas.

RTNDA
Reach for Excellence
WINNING

CBS News correspondent Ed Bradley praises local broadcast journalists as "innovators," while Bill Sternoff, *USA Today: The Television Show* correspondent, says many of them are poor managers who have become "babysitters." NBC's Garrick Utley takes issue with 'trash TV.' **PAGE 40.**

39/OPEN AIR

In what is being seen as sign of glasnost, Soviet Union stops jamming Radio Free Europe and Radio Liberty.

42/HOLLINGS HITS

On two separate occasions, Senate Commerce Committee Chairman Ernest Hollings expresses grave misgivings about FCC, group he says is run by "youngsters" functioning with "nonpolicy."

46/POLICE RAP

Former New York narcotics detective Sonny Grosso, who with his partner broke famed French heroin connection in late 1960's, is executive producer and on-air host of proposed syndicated "reality" show, *Cop Talk: Behind the Shield.*

46/GRANT TAKES HOLLYWOOD

Program production joint venture between former CBS Entertainment President B. Donald (Bud) Grant and Tribune Broadcasting finds interest at all three commercial broadcast networks for first batch of development projects.

50/PRIME TIME PBS

Public Broadcasting Service and its member stations agree to establish firm national prime time schedule and fundamentally change how public television renews programs.

56/CHILDREN'S HOURS

CBN Family Channel and DIC Enterprises sign agreement that will bring 26 hours per week of children's programing to CBN's schedule next fall.

58/GOLD RUSH

Interest in golden oldies format is high these days, with shifting age demographics cited as one reason. Some observers worry about how many stations format can support.

64/HDTV IN 1992

Electronics Industries Association study predicts that high-definition television will be introduced in U.S. in 1992, with up to 25% penetration in U.S. homes by year 2000.

65/TIME IS ON THEIR SIDE

FCC gives United States Satellite Broadcasting and Dominion Video Satellite until Dec. 4, 1992, to build and launch proposed high-power direct broadcast satellite systems.

70/SPORTS SUMMIT

Television and sports executives attending 10th annual Sports Summit meeting hear bullish reports about televised sports on network and pay-per-view television.

72/HOLLYWOOD TRANSPLANT

Columbia Pictures Entertainment will sell $160 million-plus movie package to British Satellite Broadcasting in what BSB is calling Hollywood's biggest film deal ever with Europe.

95/ADVICE OF COUNSEL

Tom Cohen, senior counsel of Commerce Committee, is at center of communications policy on Hill.

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telephone companies be allowed to serve as transporters of others' programing, although not programers themselves, in telcos' own service areas (BROADCASTING, June 20).

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barriers to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly, one-to-a-market—FCC has voted to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Chairman Dennis Patrick had also hoped to modify one-to-a-market rules to allow radio-TV crossownership, but was unable to reach consensus with other commissioners in time for Oct. 27 meeting. He is now shooting for Dec. 12 meeting.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†

Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Direct Broadcast Satellites

GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8 FCC decision to deny request to modify K-3 power from 45 to 60 watts.

High-power Ku-band direct broadcast satellite delivery of television programing directly to homes will become reality in U.S., says Hughes Communications, which proposes launch of 200-watt direct broadcast satellite in "1992 time frame." Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by only one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes's plan will go to parent, General Motors, for approval by end of year.

GE Americom might have beaten Hughes to punch, launching 60-watt Ku-band DBS birds K-3 (as early as January 1990) and K-4 (both already under construction), marketing with HBO joint venture, Crimson Satellite Associates, to provide service to both cable industry and home dish owners (owning three-foot dishes), with cable likely retailers.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

FCC extension granted two weeks ago gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting four more years—until Dec. 4, 1992—to put proposed DBS systems in operation. USSB and Dominion were among those granted permits with six-year expirations in December 1982.

High-Definition TV

Comments were due Thursday (Dec. 1) on second FCC inquiry on advanced TV transmission (see "Top of the Week"). Commission asked for comments on which spectrum scheme allotment would be optimal: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18 in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

On Sept. 1, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF televi-

Membership pulled

EDITOR: In reference to your story: "NAB faces opposition to its Class A FM proposal" (Nov. 28), I am another one of the growing list of Class A broadcasters who have pulled their membership in NAB. I had felt for several years that the NAB was composed only of the "big boys" and that the organization was not predicated on the support of grassroots, local radio. There had not been an issue such as this come to the forefront for several years, and after some calls from NAB broadcasters, I decided to join.

Now this issue brings into focus again that the NAB is not concerned about small-market broadcasters. The old adage "he who has the gold makes the rules" definitely applies here. I have pulled my membership in NAB because once again it appears that it's an organization that works for the big guy, but when the issues warrant support of the little guys, it's not there.

I hope the "AM-ization of FM" argument isn't listened to at the FCC. It's just a scare tactic. *Randall Miller, president and general manager, WRVI(FM) Virden, Ill.*

Production options

EDITOR: I would like to remind the networks, studios and series producers ("The High Price of Success," BROADCASTING, Oct. 10) that the United States is not one state (California), but 50 states. Instead of taking television series productions offshore, thereby restricting employment to a small, elite group of Americans, they should take a serious look at the other 49 states.

Any series shot primarily in a studio (situation comedy, game show, soap opera, magazine format and reality show) can be produced anywhere in the United States, including the snowbelt, at a substantially lower per-episode rate than the production costs in California.—*Pamela Dedrick, producer/director, Windflower Productions, Burnsville, Minn.*

Voices of experience

EDITOR: I want to commend BROADCASTING and your chief correspondent, Leonard Zeidenberg, for the accurate and informative articles on the recent World Administrative Radio Conference on Space Services that was held in Geneva [BROADCASTING, Oct. 3, 10]. They were timely reports on this complex conference which is so crucial to the future of satellite communications.

As the Deputy Head of the Canadian delegation, I was fully involved with all aspects of the conference and I was interviewed several times by Mr. Zeidenberg. I have now read his two reports on the conference and I can attest that they are accurate, complete and have even captured the politically volatile atmosphere that existed during the conference sessions.

Such authoritative reporting gives me the assurance that BROADCASTING is a source of news that can be trusted to be accurate and complete. *E.D. DuCharme, director, regulatory policy and planning branch, Canadian ministry of communications.*

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restriction on programing ownership. The lack of progress heretofore indicates that "reasonable" is a difficult term to define.

National Cable Television Association President James Mooney, Valenti's cable counterpart in the discussions, was reticent. He said there is no deadline for consummation of a deal. Asked about the deal's prospects, he said: "I am always cautiously optimistic."

MSO buy-in of Showtime now

It now appears the long-anticipated investment by several cable operators in Showtime may never happen. Showtime Chairman Tony Cox said last week that MSO ownership is not needed for economic or distribution reasons, and would only make sense for strategic ones. "I don't need to get into systems," said Cox. "I have no problem with Showtime distribution...I just need those systems to recognize the value of Showtime and market us."

A buy-in for strategic reasons is still possible, he said, if it makes sense for both sides, but indications are there is less and less reason to do so. He questioned whether "having the MSO's as owners would be significantly that much more advantageous to us than having them as affiliates," especially since both services have posted subscriber gains since November 1987 without MSO ownership. "I talk to these guys fairly regularly," he said, but "there are no currently active conversations going on with the group."

(Although MSO's had shown interest in Showtime, primarily as a way to keep HBO in check, their enthusiasm was tempered by the overall health of the pay business, which has held steady, at best.)

Cox gave little hope that a deal would be struck with a foreign company or a Hollywood studio, once considered possibilities. "We don't need the money, so I don't know what having a foreign investor brings strategically other than cash," he said. As for Hollywood, he said: "I have the best movies in pay television today. I'm not sure how much better the product can be by having a studio investment." He said "studio conversations are at best occasional [and] not something we're actively seeking." ☐

Three-network share down but HUT's up

ABC manages to post gain; independents, pay cable up

The story of the November television sweeps was the viewers, more of whom turned on their television sets. The increased HUT (homes using television) levels, multiple-set viewing and use of VCR's allowed the three broadcast networks to deliver virtually the same size audience in prime time, while other viewing alternatives, particularly independent television and pay cable, registered impressive ratings increases for the month.

Among NBC, ABC and CBS, which registered a combined 41.6 rating/67 share, the race was won by NBC with a 15.4/24, while ABC, at 14/23, was alone among the three to register a ratings increase. CBS finished with a 12.2/19 and had some sizable declines in key prime time demographics.

Despite the elections and a writers' strike that ruined promotion strategies and still delays some premieres, the actual audience delivered by ABC, CBS and NBC was off only 1%, or just under 500,000 households. Still, the networks as an industry had also to be concerned about viewership erosion in other dayparts as well, which, except for Saturday morning children's television, were all down.

For the season to date, ABC, CBS and NBC have seen at least a 6% decline in ratings, with most of that decline coming in late September and October. Whether the improvement in November continues—audience share was down just three points—depends on affiliate preemptions and whether the audience returns to series after having sampled shows elsewhere. Said CBS senior vice president David Poltrack: "Look for the month of January to reestablish the series viewing pattern."

NBC won first place by taking Monday, Thursday and Saturday, while finishing last only on Friday. Also winning three nights was ABC, which took Tuesday, Wednesday and Friday, while finishing last on Thursday and Sunday. CBS won only Sunday and finished last on the four other nights. There was some difference in the way the three networks scheduled during the sweeps. NBC relied more on regular series—including movies and mini-series in a regularly scheduled time period—for 77% of its half hours, compared to 66% for CBS and 59% for ABC. Both the latter two networks had more specials, and for ABC, 24% of its half hours were used to air special movies, including *War and Remembrance*.

NBC vice president, sports research, Gerald Jaffee, said the network's fourth consecutive November win was especially noteworthy given the help ABC was supposed to have gotten from *War and Remembrance*. But the leading network had its own problems, and ratings were down 7% from the prior November. Problems were especially noticeable among its leading shows, which have been used to help nurture new series. Of the top five NBC prime time series, three were off by sizable percentages: *The Cosby Show*, down 19%, to a 26.3 rating; *A Different World*, down 26%, to a 21, and *Cheers*, off 20%, also to a 21.

NBC was not alone; ratings were down for all but two of the top 10 network shows.

The numbers were also mixed for ABC. Although it was the sole network to improve over all, showing better ratings in two-thirds of its half hours, it showed the worst declines in two key dayparts, morning news and daytime. Still, Larry Hyams, director, audience research, said: "From ABC's point of view, this was one of our best sweeps performances in recent memory. Even without *War and Remembrance*, we were up on six of seven nights and we won Friday for the first time since 1979."

For CBS, the best face it could put on its ratings numbers was that the strike and *War and Remembrance* had altered its strategies and weakened its movie nights, a situation Poltrack said would soon improve. But the network's hopes to build a new schedule appeared set back by the failure of many of its new series, five of which ended in the bottom 10 in the rankings.

There was some dispute between ABC and CBS research as to how the two networks performed on the basis of "regular

ABC's winning 'War'

'Married...' with ratings, on Fox

series." Poltrack said the two networks were tied, whereas Hyams said ABC, using the definitions that A.C. Nielsen uses, was in the lead.

Clearly benefiting from a comparison with last year was Fox. Research by CBS showed that the independent network posted a 5.5/8 rating for its limited schedule, compared to a 3.7/6 the year before. *Married...with Children* showed a strong gain, to a 9.3/13, compared to a 4.4/7 in the prior November sweeps. *America's Most Wanted*, a new show, also obtained a 9.3/13. Poltrack pointed out that the lead-out of *Married...with Children* is dissipated by the shows that follow: "Now they will have to start making network-type decisions" on whether to replace the existing schedule with new shows.

Home Box Office was also up—from a 6.9 to an 8.3—for the first time in four years, said Poltrack. The pay cable network may have benefited from the younger component of ABC's audience that switched away from *War and Remembrance*, and from weak performances by the networks on Saturday night, which Poltrack said is HBO's strongest night. □

Syndicated sweeps winners: 'Wheel,' 'Jeopardy!' and 'Cosby'

The November rating books will mark the beginning of the end for some syndicated shows. Although the data is still being compiled, a rep firm programing vice president said the November numbers will not be significantly different from October's numbers. "*Wheel of Fortune*, *Jeopardy!* and *Cosby* continue to lead the way among syndicated fare," the executive said. "*Wheel* and *Jeopardy!*," he said, "continue to show signs of weakening, while *Cosby* has shown continued strong growth for the past couple months."

Fall sweeps: Prime time ratings

	1987	*1988*
ABC, CBS & NBC	43	41.5
Independent TV stations	9.1	13.4
Superstations	2.9	3.3
PBS	2.7	2.5
Cable Origination	5.7	7.6
Pay Services	3.5	3.8

The picture is not so bright for some new-season syndicated shows, other rep sources said. "*USA Today: The Television Show* continues to be disappointing, as does *Family Feud*, and none of the medical shows are doing very well," said one rep analyst. Both *USA Today* and *Feud* are fighting to hang on to time slots that King World is aggressively going after with its tabloid show, *Inside Edition*, scheduled for a January launch and currently having cleared 60% of the country.

Last week, however, GTG Entertainment President Grant Tinker and *USA Today: The Television Show* Managing Editor Jim Bellows talked to the program's affiliates around the country via closed circuit feed to allay concerns the company was not committed to the show. "We will be 'a go' for as long as you will stay with us," Tinker said. Tinker said the company has finally come up with the right format for the show, and he credited Bellows with the improvement. "We have found the show," he said. "Now we just have to get viewers to find it."

The good news for *USA Today* is that it showed marginal growth from October to November in Nielsen's metered markets. In October, the show averaged a 5.4 rating/11 share. The November books show the series improving to a 5.9/12. The bad news, said the rep firm executive, is that the show continues to lose an average of four share points from its lead-in. LBS's *Feud* showed minimal growth in November. The show scored a 6.4/14 in November, compared to the 6.0/13 it pulled in October. *Cosby* continued to show growth with a 9.9/19 in November, compared to the 9.2/19 it scored in October. The show increased its share 46% over its lead-in for November.

While the market has been rough and tumble for series that launched in September and October, it has also taken its toll on shows hoping to launch next fall. Buena Vista Television announced that it will not launch *Twenty Questions*, its first-run game show. "Our read of the marketplace now is significantly different than it was three months ago when we decided to take out *Twenty Questions*," said Bob Jacquemin, president, Buena Vista Television. Jacquemin pointed to the rush of tabloid-type shows to the marketplace as one reason for Buena Vista's decision. "We don't feel there are enough viable time slots available now," said Jacquemin.

Also, a company spokesman at Multimedia said the end is near for its first-run game show, *Jumble*. Though not officially declared dead yet, "a decision will be made in the next two weeks," he said, blaming a crowded marketplace for the show's uncertain status.

Lorimar, which is launching *Third Degree*, a game show similar in concept to *Twenty Questions*, insists the show "is receiving a positive response in the marketplace," and will be taken to NATPE. Lorimar, however, refused to discuss the show's clearances to date. □

Radio Free Europe/Radio Liberty: Free at last

Soviet Union stops jamming of shortwave services in what is being read as sign of glasnost

Without notice, the Soviet Union ceased jamming Radio Free Europe and Radio Liberty last Tuesday (Nov. 29), permitting the shortwave services to be heard in the Soviet bloc for the first time since their inception in the early 1950's, according to U.S. officials.

At a Washington press conference the following day, Ben Wattenberg, vice chairman of the Board for International Broadcasting, the federal agency that oversees the services, said the Soviet Union has made no announcement of the cessation. Engineers in the services' Munich headquarters noticed that the jamming stopped at 9 p.m. Munich time (3 p.m. ET), and subsequent reports from inside the Soviet Union confirmed that the signals were getting through, he said.

BIB Chairman Malcom S. Forbes Jr. praised the Soviet action. "The cessation of jamming against RFE/RL is a welcome and positive development.... By ending this practice, which violates a number of international agreements to which the USSR is a signatory, Mr. Gorbachev has sent a strong signal of his commitment to glasnost."

Gene Pell, president of RFE/RL, said he hopes "the experience of the past 24 hours will become permanent and will be extended to include an absolute and irrevocable end to all jamming."

Wattenberg speculated that the Soviet Union's action was a concession to the "open nature of global technology.... It's getting very, very hard to stop messages from getting anywhere in the world."

Forbes attributed it to a combination of politics and money. He said it may be "more than a coincidence" that the cessation occurred the week before Soviet President Mikhail Gorbachev was due to meet with President Reagan and President-elect George Bush in New York. Forbes said the end of jamming will save the Soviets a "significant sum of money." He estimated that jamming costs the Soviets from $750 million to $1.25 billion annually.

The Soviets stopped jamming the United States Information Agency's Voice of America broadcasts May 26, 1987 (BROADCASTING, June 1, 1987), except for those non-English language broadcasts to Afghanistan. In announcing the lifting of the VOA jamming, Soviet foreign ministry spokesman Yuri Gremiskih said the jamming of RFE/RL would continue because they are "instruments of the CIA," seeking the overthrow of the communist regimes of Eastern Europe. RFE/RL is primarily dedicated to covering the internal affairs of the countries in the Soviet bloc. By contrast, VOA focuses primarily on U.S. news.

Radio Free Europe broadcasts in nine languages to Eastern Europe and the Baltic nations. Radio Liberty broadcasts in 12 languages strictly to the Soviet Union and Afghanistan. Altogether, they account for some 1,600 hours of air time each week and reach an estimated 55 million listeners.

The officials would not speculate on any programing changes that might be made as a result, except that they hope to cut back on repeat broadcasts which were necessary to fight jamming.

RFE/RL broadcasts are still jammed in Czechoslovakia and Bulgaria. □

Altogether Now and *Love the One You're With*, are now being written. Grant said he expects pilots for those two shows and two additional comedies (yet to be revealed) to be in CBS's hopper for consideration for the start of next season. The CBS made-for project is entitled *The Phoenix Project*. The game show, being developed in association with Barry & Enright, is entitled *Ambush*.

The network passed on another half-hour project from Bob Nelson and on a one-hour contemporary series set in Puerto Rico called *San Juan*. Both projects have been optioned by ABC. The comedy would be ready for next September, but *San Juan* probably would not be ready for airing before the middle of the 1988-89 season, said Grant.

NBC-TV has so far optioned one made-for project from GTP entitled *The Chaperone*.

"The writers' strike put us a little bit behind time," Grant told BROADCASTING last week. But since the settlement three months ago, he said, "I'm pleased that we have a lot going. I am particularly pleased with the number of quality writers we have entered into creative associations with." They include Treva Silverman, Douglas Wyman, Larry Grusin, Michael Biber, Peggy Christiansen, Jack Wohl, Reinaldo Povod, Phil Penningroth, Tracey Jackson and Phil Hehn.

In-addition, said Grant, veteran sitcom producer Dave Davies (*Taxi* and *The Bob Newhart Show*) has been signed as a general consultant to all the company's comedy projects.

GTP, said Grant, will be lean and mean. Other than Grant, the company has just three full-time staffers: Mitch Nedick, chief financial officer, and Alan Duke and Michael Wilson, executives in charge of business and creative affairs, respectively. "It's a small company," said Grant. "And I intend to keep it that way. I like the idea of having no layers between myself and the product." ☐

PBS, stations agree to set up prime time schedule

Service will also actively seek out specific programing rather than traditional process of planning schedule around proposals

With agreement in principle from the stations to adopt limited same-night carriage, the Public Broadcasting Service last week announced that within the next year it will establish a firm national prime time schedule and fundamentally change how public TV acquires programs.

Designating key series for same-night carriage, 8 p.m. to 10 p.m., Sunday through Friday night, PBS hopes to get "the synergy of common carriage" moving in the fall 1989 season, said Peter Downey, senior vice president, program support and development services. That synergy, he said, leads from print media focus on programs uniformly scheduled in most markets, to better viewership, to the ability to "guarantee" underwriters that their program production investments "get fair credit" because the program is reaching a national audience. Confident that PBS can achieve common carriage via at least one station per market, as well as press promotion, said Downey, the underwriters will also more readily invest in their own tune-in "ads."

The plan, while requiring same-night, same-order carriage of the designated programs, leaves open the 10-11 p.m. period on those nights, as well as all of one night per week (initially Saturday), for the local-option block. The stations will retain the flexibility to enact their local options during the first or last hour of prime time—a decision likely to be based on each station's time zone and counterprograming considerations, said Downey. Within the next two months, he said, PBS will offer a list of programs designated for same-night coverage next fall and will be able to assess station response.

PBS, he said, also intends to reverse an old program renewal trend—planning the schedule around program proposals. "Historically," he said, "proposals come in long before delivery of the schedule, so the schedule has been driven by what is there. We want to turn that around." With common carriage and the ability to outline the national schedule two years ahead of time, a "planned Station Program Cooperative" (SPC) can be instituted as early as next

Week 10 delivers 36.2 million households

The Thanksgiving holiday week (ended Nov. 27) went to NBC's 15.0 rating and 25 share, while ABC pulled in a 13.0/22 and CBS a 12.0/20. A typical slump period in the fall season, week 10 posted 300,000 fewer households delivered than last year's 36.5 million. If the networks are lucky, household audiences should begin to pick up again by week 12.

A noticeable casualty in the prime time standings, Thursday night programing suffered from low viewership. NBC's *Cosby Show* ranked 10th for the week, down from its usual number-one position. *A Different World* ranked 18th, down from a season-to-date rank of five.

The evening news race went to NBC, when the *Nightly News* gathered in a 10.5/20. CBS came in second with a 10.2/20, while ABC closed out the week with a 10.0/20.

Nielsen		Net	
1.	24.3/41	N	Golden Girls
2.	23.0/34	C	60 Minutes
3.	22.2/34	N	NBC Sunday Movie
4.	21.2/37	N	Empty Nest
5.	20.6/31	A	Roseanne
6.	20.6/29	C	Murder, She Wrote
7.	19.9/31	N	NBC Monday Movie
8.	18.3/29	A	Who's the Boss?
9.	18.0/28	N	ALF
10.	17.9/31	N	Amen
11.	17.9/35	N	Cosby Show
12.	17.5/29	A	War and Remembrance
13.	17.4/26	N	Hogan Family
14.	17.3/29	A	Monday Night Football
15.	17.3/31	N	Cheers
16.	16.9/28	A	War and Remembrance
17.	16.9/32	N	Hunter
18.	16.1/30	N	Different World
19.	15.6/28	N	227
20.	15.5/27	A	Growing Pains
21.	14.9/21	N	Family Ties
22.	14.8/26	N	Dear John
23.	14.3/23	N	Night Court
24.	14.2/26	A	Full House
25.	13.7/22	N	Comedy Store 15th
26.	13.6/19	N	Day By Day
27.	13.6/23	N	Unsolved Mysteries
28.	13.5/25	A	Perfect Strangers
29.	12.8/20	C	CBS Sunday Movie
30.	12.7/21	C	CBS Wednesday Movie
31.	12.7/24	C	Circus of the Stars
32.	12.6/23	C	Knots Landing
33.	12.5/19	N	NBC Tuesday Movie
34.	12.4/24	A	20/20
35.	12.4/18	C	Designing Women
36.	12.3/20	A	MacGyver
37.	12.2/19	C	CBS Tuesday Movie
38.	12.1/22	N	L.A. Law
39.	12.0/18	C	Murphy Brown
40.	11.7/18	N	Magical World of Disney
41.	11.6/21	A	Mr. Belvedere
42.	11.6/18	C	Newhart
43.	11.1/20	C	Beauty and the Beast
44.	11.1/17	C	Garfield: His Nine Lives
45.	11.0/18	C	Inside the Sexes
46.	10.8/20	A	Just the Ten of Us
47.	10.8/18	N	JFK-Day in November
48.	10.5/15	F	Married...With Children
49.	10.4/18	C	Bugs Bunny Thanksgiving
50.	10.3/19	A	ABC Thursday Movie
51.	10.1/16	A	ABC Sunday Movie
52.	10.0/14	F	America's Most Wanted
53.	9.7/14	A	Mission: Impossible
54.	9.6/14	C	Coming of Age
55.	9.0/16	C	Paradise
56.	8.7/13	A	Incredible Sunday
57.	8.5/16	C	Smothers Bros. Thanksgiving
58.	8.4/16	N	NBC Friday Movie
59.	8.2/15	A	Police Story
60.	8.1/12	F	21 Jump Street
61.	7.1/12	A	Winnie the Pooh and Tigger
62.	7.0/13	C	NBA on CBS Special
63.	6.0/11	C	Raising Miranda
64.	5.8/8	F	Gary Shandling Show
65.	5.8/11	N	Something Is Out There
66.	4.6/7	F	Tracey Ullman Show
67.	4.0/7	F	Reporters
68.	3.9/6	F	Duet
69.	3.4/6	F	Beyond Tomorrow

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12/14/88

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting ⚡ Dec 12

The Best
Celebrating
100 Years

58th Year 1988

Western Cable Show

Cable basks in California sun with climbing penetration, strong balance sheets; only cloud: telcos

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Vol. 115 No. 24

Broadcasting Dec 12

Anaheim diary...

Cable executives converge in California for Western Cable Show and latest discussion of industry issues. Cablevision's Dolan sketches cable future without basic but with variety of a la carte choices....**PAGE**

America's Watching
WESTERN SHOW '88

43. ☐ No news makes news on 1992 Olympics cable rights and MLB package....**PAGE 44.** ☐ TBS's Hogan likens major commercial broadcast networks' entry into cable business to admitting Trojan Horse....**PAGE 45.** ☐ Times Mirror's Smith warns of threat of "Telco TV"....**PAGE 46.** ☐ Panelists offer strategies for attracting more cable subscribers....**PAGE 47.** ☐ New cable programing is announced....**PAGE 48.**

49/CBS OUTLOOK

In long-term outlook through 1995, CBS says that three-network viewing will stabilize at roughly 63%, down from current 67%.

50/TOUTING FIBER

Washington-based public relations and management consulting firm organizes grassroots coalition, Opt In America, that it says is intended to promote development of fiber optic communications. But group's existence appears to be linked to telephone industry's desire to enter cable business.

51/MIAMI MAKEOVER

Television station ownership and affiliation changes, including WSVN(TV) Miami's new role as independent, are credited with helping turn Miami into one of most dynamic TV markets in country.

52/TABLOID TV

So far, tabloid formatted programs are among most popular shows being readied for INTV and NATPE conventions in January.

55/RADIO SALES

RAB's advertising projections for 1988 and 1989 show across-board gains.

58/LICENSE RENEWALS

FCC renews licenses of four TV stations in Ohio and Michigan after reviewing EEO challenges filed by NBMC and three Michigan branches of NAACP.

60/UK VIEWS

BROADCASTING speaks with two of British television's leading executives about proposed wide-ranging reforms of UK's broadcasting regulations.

62/CITY VOTE

NLC decides to back telephone company entry into cable business and seek legislative reforms to reregulate medium.

64/STATION TRADING

Buyers in TV station market examine factors determining how, if at all, station trading climate will change.

66/TO THE SUMMIT

Summit Communications Group buys RKO's WRKS-FM New York for $50 million.

68/RTNDA WRAPUP

ABC News's Jeff Greenfield says low level of presidential politicking and growth of "trash TV" reflect "lack of effective gatekeeping," for which TV news bears significant responsibility. ☐ Outgoing RTNDA President Ernie Schultz outlines organization's plans to fight congressional efforts to make fairness doctrine law, and RTNDA's plans to help minorities get established in broadcasting. ☐ Former NBC News President Bill Small tells news directors to prepare for next "dirty" political campaigns in 1990 and 1992.

72/DOSE OF REALITY

At Center for Communication seminar in New York, news magazine producers from ABC, CBS and PBS talk about their shows in relation to newest generation of reality programs that, according to one panelist, are "cheap" and "consciously exploitive."

97/NETWORK TO NETWORK

NBC-TV's Chris Wallace, chief White House correspondent and moderator of *Meet the Press*, resigns to become chief correspondent for ABC News's still-untitled new prime time news hour.

95/ONCE A NEWSMAN

Welsh-born Howard Stringer has come long way from $70-a-week log clerk at WCBS-TV to president of CBS/Broadcast Group, a CBS career spanning some 20 years, most of them in news.

97/END OF ERA

RTNDA's first full-time president, Ernie Shultz, announces his resignation.

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■ *Solid box denotes items that have changed since last issue.*

AM-FM Allocations

■ Comments on FCC proposal for mandatory observance of National Radio Systems Committee standards for AM radio favored adoption of NRSC-1 audio standard rather than commission's preferred NRSC-2 emission standard. Broadcasters asked for immediate adoption of NRSC-1 with NRSC-2 adoption to follow after further refinement.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S. Some Class A NAB members have resigned from association in protest.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

Antitrafficking

Issue essentially boils downs to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

■ Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities approved new policy last week in Boston (see page 62), calling for overhaulof Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have tional television program market. Palais des Festivals, Cannes, France.

April 27-29—*Broadcast Education Association's* 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May 1989

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

May 11—Presentation of National Media Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605, (312) 427-5446.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June 1989

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

June 17-22—16th international Television Symposium. Montreux, Switzerland. Information: in Montreux (021) 963-32-20.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

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being misinterpreted and giving a distorted view of the performance of syndicated shows. A major complaint was that press stories portrayed the local Cassandra numbers as national ratings, and did not differentiate between programs running in 70% or more of the country and shows running in only a handful of markets.

But with approval of the so-called Cassandra Ranking Committee, a nine-member group of representatives from the syndication industry, Nielsen has revised Cassandra and will again issue summaries to the press, starting with the November report, which is due out by the end of the month or early next month.

The report has been expanded from one to three volumes, with the first addressing performance market by market as the old report did. The second volume will provide rankings "based on equivalent U.S. ratings," said Nielsen. The company stressed that the equivalent U.S. numbers "are not equal to nor should they be referred to as national ratings." National syndication ratings, the company said, are based on peoplemeter measurements of viewing across all TV households, and are compiled in the weekly National Syndication Service report. The NSS report, however, reports only barter programs.

The Cassandra equivalent U.S. rating for a syndicated show will be calculated by adding the viewing for all stations carrying the program and dividing by the total estimated U.S. household base, which is 90.3 million homes.

The third volume will track independent and affiliate station clearances of syndicated programs. Cassandra clients may subscribe to one or all of the volumes.

The new Cassandra will also increase demographic breakouts by 11 categories and expand the number of reported dayparts. For example, in addition to prime access (7-8 p.m.), Cassandra will now also report "access plus" (6-8 p.m.).

Programs will be ranked by program genre (comedy, reality, sports, etc.) and also by three first-run categories—all first-run, first-run strip and first-run weekly—with a fourth category lumping together off-network and off-cable programs.

Nielsen also said the minimum reporting standard has changed so that programs, in order to appear in the report, must air on 10 stations, instead of the previous five. Regional programs will be reported in a separate section. □

TV viewing and children. "Contrary to popular assertions, children are cognitively active during television viewing and attempt to form a coherent, connected understanding of television programs." So concluded "The Impact on Children's Education: Television's Influence on Cognitive Development," a study commissioned by the Department of Education, written by Daniel Anderson and Patricia Collins of the University of Massachusetts-Amherst psychology department. The report comprises a review and critique of research on TV viewing.

Among other findings: no evidence that color or movement has a mesmerizing effect on children's attention, or that TV viewing is generally overstimulating to children or that it "asymmetrically influences brain development"; little evidence that pre-school or early elementary school-age children's comprehension of what they watch is poor or that TV viewing displaces valuable cognitive activities, and mixed or weak evidence that TV viewing reduces attention span or perseverance (and some indications of the opposite effect), negatively influences imaginativeness or reduces reading achievement.

Concluded Anderson and Collins: "Because children spend so much time with television, it would appear that TV must have a major impact on schooling. If it does, the nature of that impact has yet to be determined....With each successive section [of the report] we were able to claim less assurance in the reliability and generalizability of the findings" in the research studied. "We have begun to find out a great deal about television viewing itself; we have only some indications of what the cognitive effects of television viewing might be; we know practically nothing about what might modify those effects."

□

Humanities grants. The National Endowment for the Humanities has committed $10.2 million to support the making of 53 documentaries, historical and literary dramatizations, interview programs and other media projects. Among the projects, many to be aired on public television and radio, are *Simple Justice*, a five-part TV mini-series on the U.S. Supreme Court's *Brown vs. Board of Education* decision by Berkeley, Calif.-based New Images Productions (approved $1.08 million outright and $500,000 in matching grants) and *Panic and Promise: America's Depression Years, 1929-41*, a nine-part series by Henry Hampton's Civil Rights Project, which produced the civil rights history series *Eyes on the Prize* (approved $350,000 outright and $75,000 in matching grants).

Week 11 delivers 37.6 million households

NBC took week 11 (ended Dec. 4) with a 16.0 rating and a 25.7 share. ABC came in second with a 13.4/21.4. CBS closed out the week with a 12.2/19.5. Taken together, the three networks delivered a 41.6 rating, or 37.6 million households. Last year's week 11, which ended Dec. 8, 1987, came in with a three-network rating of 41.1, which translates to 36.4 million households.

ABC's Tuesday night broadcast of the *50th Barbara Walters Special* pulled in a 24.9/38 to rank second for the week.

	Nielsen	Net	Show
1.	26.7/42	N	Cosby Show
2.	24.9/38	A	50th Barbara Walters
3.	23.8/37	N	Different World
4.	22.6/35	N	Cheers
5.	22.5/38	N	Golden Girls
6.	21.2/31	A	Roseanne
7.	20.6/32	C	60 Minutes
8.	19.9/30	A	Who's the Boss?
9.	19.7/29	C	Murder, She Wrote
10.	19.6/31	A	Growing Pains
11.	19.0/32	N	L.A. Law
12.	18.8/33	N	Empty Nest
13.	18.7/29	A	Head of the Class
14.	18.7/29	N	Dear John
15.	18.6/28	N	Matlock
16.	17.9/28	N	Unsolved Mysteries
17.	17.7/28	N	NBC Sunday Movie
18.	17.6/26	N	Family Ties
19.	17.2/29	C	Knots Landing
20.	17.1/32	N	Hunter
21.	16.8/30	A	Monday Night Football
22.	16.8/29	N	Amen
23.	16.6/25	N	Night Court
24.	16.5/25	A	Wonder Years
25.	16.3/24	N	Day by Day
26.	16.2/23	C	Frosty the Snowman
27.	16.0/25	N	NBC Monday Movie
28.	15.9/23	C	Dr. Seuss: Grinch
29.	15.8/27	C	Dallas
30.	15.8/23	C	Designing Women
31.	15.6/23	N	ALF
32.	15.5/22	C	Murphy Brown
33.	15.2/24	A	Hooperman
34.	15.0/21	N	Hogan Family
35.	15.0/23	N	NBC Tuesday Movie
36.	14.7/26	N	227
37.	14.5/25	A	China Beach
38.	13.8/24	A	20/20
39.	13.7/21	A	ABC Sunday Movie
40.	13.5/21	N	Magical World of Disney
41.	13.3/22	C	CBS Wednesday Movie
42.	13.3/21	C	CBS Sunday Movie
43.	13.2/20	A	MacGyver
44.	12.9/21	C	Almost Grown
45.	12.8/22	C	Falcon Crest
46.	12.6/22	A	Muppet Family Christmas
47.	12.6/22	N	Miami Vice
48.	12.3/19	N	Baby Boom
49.	11.4/20	A	Mr. Belvedere
50.	11.4/20	C	Beauty and the Beast
51.	10.9/17	A	Dynasty
52.	10.9/18	A	Just the Ten of Us
53.	10.8/17	C	Paradise
54.	10.1/16	C	48 Hours
55.	9.5/17	N	Something Is Out There
56.	9.3/14	C	CBS Tuesday Movie
57.	9.2/13	F	Married...With Children
58.	9.1/14	F	America's Most Wanted
59.	9.0/15	N	Sonny Spoon
60.	8.9/16	N	Tattinger's
61.	7.9/13	A	Incredible Sunday
62.	7.5/13	A	Murphy's Law
63.	7.2/11	C	TV 101
64.	7.2/14	C	West 57th
65.	6.8/11	A	Knightwatch
66.	6.8/12	C	Dirty Dancing
67.	6.7/11	C	Van Dyke Show
68.	6.6/11	A	Burning Questions
69.	6.6/12	A	Police Story
70.	6.4/9	A	Track Down
71.	6.2/9	C	Annie McGuire
72.	6.2/10	F	21 Jump Street
73.	5.7/10	C	Simon and Simon
74.	5.6/8	F	Gary Shandling Show
75.	5.1/9	C	Raising Miranda
76.	4.3/7	F	Tracey Ullman Show
77.	4.1/7	F	Reporters
78.	3.7/6	F	Duet
79.	3.0/5	F	Beyond Tomorrow

* Indicates premiere episode

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C1759-1
12/21/88

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 19

HAPPY HOLIDAYS FROM PARAMOUNT

58th Year 1988

Baseball

Geraldo Rivera

20814SRI AT8501 ZWZ
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CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Broadcasting Dec 19

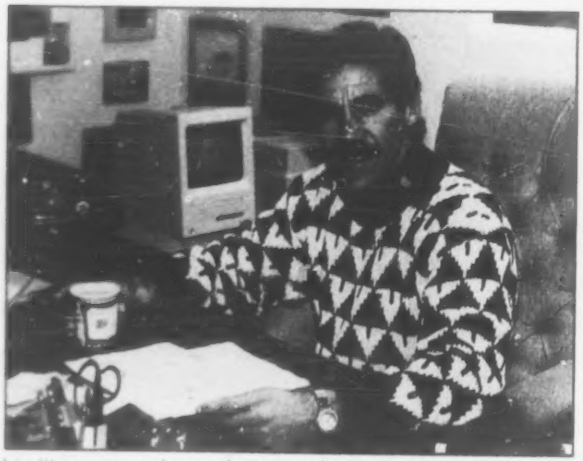
Vol. 115 No. 25

Billion-dollar pitch...

CBS CEO Laurence Tisch (l), shown with Baseball Commissioner Peter Ueberroth (r), says network's winning $1 billion baseball package bid makes economic sense because of "values" external to telecasts. **PAGE 35.**

Geraldo unrepentant...

Geraldo Rivera acknowledges marching to beat of different drum—one assailed by critics as "trash TV," and entertainment rather than journalism. Nonetheless, as he says in this interview with BROADCASTING editors, his "trump card was that people wanted to watch me"—often in droves. **PAGE 43.**



36/CBS PRIME TIME SHUFFLE

CBS cancels two shows and puts three others on hiatus in reorganization of its prime time schedule.

37/FOX'S THIRD NIGHT

Fox Broadcasting Co. is expected to target Monday night in early to mid-June as premiere date for its long-expected third night of programing.

42/NEW BEATS

NBC News President Michael Gartner reassigns some executives and key reporters.

48/NEW IN HOLLYWOOD

Veteran TV producers form two new Hollywood production entities: one that will focus primarily on TV, and other focusing on film and theater, before expanding into television entertainment within six months.

50/NPR ROADMAP

Next month National Public Radio will invite outside help to propose strategic plan taking noncommercial radio network through 1990's.

51/SHORT SPACING SHORT-SIGHTED?

FCC votes 2-1 to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting "short spacing" of FM stations on limited scale. NAB calls action "beginning of the end" of FM broadcasting's "reputation for quality."

53/COX ON CABLE

PacTel Corp. President and CEO Lee Cox says that, at least for foreseeable future, all company wants is to acquire cable systems outside its service areas in partnership with cable operators.

56/OFFSHORE REACH

U.S. cable MSO's and telephone companies are expanding their reach and raising their investments in overseas cable TV systems.

59/OUTLOOKS FOR '89

Advertisers, broadcasters and cable operators offer predictions on how media and advertising will fare next year.

62/FIBER SCREEN

FiberView Corp. is developing prototype of low-cost flat panel video screen based on fiber optic technology, which it hopes will lead to resurgence of American manufacturing of TV sets.

64/ATTC UPDATE

Leaders of Advanced Television Test Center say that broadcasters will have money and time they need to test hardware for high definition TV transmission systems.

65/CAMERAS IN COURT

Televised live coverage of high-profile trial in New York City of Joel B. Steinberg places renewed emphasis on opening courtroom doors to Fifth Estate coverage.

87/BACK IN THE GAME

Daniel Enright of Barry & Enright Productions has come long way since his days as co-producer with Jack Barry of highly rated game shows, including *Twenty One*, which made him one of central characters in quiz show scandals of late 1950's.

DEPARTMENTS

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man Dennis DeConcini (D-Ariz.) offered similar measure in June.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC Commissioner Patricia Diaz Dennis dissented from action.

FCC move follows National Telecommunications and Information Administration report on cable television regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not programers themselves, in telcos' own service areas (BROADCASTING, June 20).

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barriers to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly, one-to-a-market—FCC has voted to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules last week, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†

Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit.

Direct Broadcast Satellites

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early next year. Comments were due Dec. 12 on FCC proposal to assign pairs of DBS slots—one east, one west—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to those comments are due Dec. 30.

GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8 FCC decision to deny request to modify K-3 power from 45 to 60 watts. Power boost was considered necessary to reach mass-marketable three-foot receiving dishes. GE-HBO venture, Crimson Satellite Associates, still hopes to bring cable programers to Ku-band delivery via already built K-3, scheduled for launch in January, 1990.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval by end of year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

FCC extension granted last month gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

Comments received on second FCC inquiry on advanced TV transmission praised commission for statement that terrestrial delivery of advanced TV is in public interest and for tentative decision that proposed transmission systems must be NTSC-compatible. Opinion was split on other issues, such as use of spectrum above 1 ghz for augmentation channels and development of open architecture and multiport consumer receivers.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18 in Washington. Report based on finding of week-long meeting

First Hundred Days," sponsored by *Gannett Center for Media Studies*, featuring former Presidents Gerald Ford and Jimmy Carter. Columbia University, New York. Information: (212) 280-8392.

Jan. 20—*Utah Association of Broadcasters* annual meeting and sales seminar. Salt Lake City.

■ **Jan. 20**—Deadline for entries in All Media Vanguard Awards, sponsored by *Women in Communications*, for "positive portrayal of women." Information: (703) 528-4200.

■ **Jan. 20**—Deadline for entries in 11th annual BDA international design competition, sponsored by Broadcast Designers' Association. Information: (415) 543-3030.

Jan. 20-22—*Alabama Association of Broadcasters* annual winter meeting. Auburn, Ala.

Jan. 21—*Associated Press Television-Radio Association of California-Nevada* regional seminar. Long Beach Ramada Renaissance, Long Beach, Calif. Information: (213) 746-1200.

Jan. 23—Telecast of Television Academy Hall of Fame, sponsored by *Academy of Television Arts and Sciences*, honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Fox Broadcasting. Information: (818) 763 2975.

Jan. 23—"Syndication 101," *NATPE Educational Foundation* seminar. George Brown Convention Center, Houston. Information: (215) 664-4400.

Jan. 24-25—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Albuquerque Airport Hilton, Albuquerque, N.M. Information: (202) 775-3637.

Jan. 24-27—*NATPE International* 26th annual convention. Keynote address: Michael Eisner, chairman-CEO, The Disney Co. George Brown Convention Center, Houston.

■ **Jan. 25**—*Texas Cable TV Association* legislative meeting. First State Bank Tower, Austin, Tex. Information: (512) 474-2082.

Jan. 27-28—*North American National Broadcasters Association* annual meeting. Sheraton hotel, Mexico City. Information: (613) 738-6553.

Jan. 27-28—*Colorado Association of Broadcasters* winter meeting and awards banquet. Aurora, Colo.

■ **Jan. 27-28**—*Minnesota Association of Cable Television Administrators* sixth annual conference. Scanticon conference center and hotel, Plymouth, Minn.

Jan. 28-Feb. 1—*National Religious Broadcasters* 46th annual convention and exposition. Sheraton Washington and Omni Shoreham, Washington. Information: (201) 428-5400.

■ **Jan. 30-31**—*South Carolina Cable TV Association* winter meeting. Radisson Columbia hotel, Columbia, S.C. Information: (404) 252-2454.

Jan. 31—Deadline for entries in 14th annual Commendation Awards, sponsored by *American Women in Radio and Television*, recognizing "genuine and positive depictions of today's women in broadcast programing and advertising." Information: (202) 429-5102.

Jan. 31—Deadline for entries in *National Association of Broadcasters'* "Best of the Best" campaign, honoring radio promotions. Information: (202) 429-5420.

Jan. 31—Deadline for applications for *Harvard University's* Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Ave., Cambridge, Mass., 02138.

Jan. 31—Deadline for entries in awards contest sponsored by *Investigative Reporters and Editors*. Information: (314) 882-2042.

Jan. 31-Feb. 2—*South Carolina Broadcasters Association* 41st annual winter convention. Columbia, S.C.

February 1989

Feb. 1—Deadline for entries in National Media Owl Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society." Information: Joyce Bolinger, Center for New Television, Chicago 60605. (312) 427-5446.

Feb. 2-4—*Radio Advertising Bureau's* ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

Feb. 3-4—*Society of Motion Picture and Television Engineers* 23rd annual television conference. Guest speaker: Julius Barnathan, president, ABC Broadcast Operations and Engineering. St. Francis hotel, San Francisco.

Feb. 5-7—*Michigan Association of Broadcasters* midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444.

Feb. 6-7—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance, Atlanta. Information: (202) 429-5420.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

Feb. 8-9—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

Feb. 13-14—*Georgia Cable Television Association* annual convention. Omni International Atlanta. Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

■ **Feb. 16-19**—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

Errata

Ratings numbers for November sweeps supplied by CBS inadvertently counted superstations' 3.3 rating as both separate category and in independent category. **Correct increase for independents should have been from 9.1 to 10.1,** not 13.4 as in chart in Dec. 5 story.

Feb. 22—*National Press Foundation* awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism, to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

March 1989

March 1—Deadline for receipt of applications for Harvard Journalism Fellowship for Advanced Studies in Public Health. Information: Margaret Gerteis, deputy director, Center for Health Communication, Harvard School of Public Health, 677 Huntington Avenue, Boston 02115.

March 1-3—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

March 1-4—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 7-10—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

March 12-14—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association*. Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—*National Association of Broadcasters* group head fly-in, "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April 1989

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

their power. I am in favor of this. I think Class A's should have a power increase if they meet the proposed mileage separation guidelines as outlined in the ABES and the NAB proposal. I really do feel for the plight of the short-spaced Class A operator but they knew the limitations when they purchased the facility.—*Robert F. Fuller, president, Fuller-Jeffrey Broadcasting Companies, Sacramento, Calif.*

Bright outlook

EDITOR: The article in the Nov. 28 issue of BROADCASTING, "Hard Times For Easy Listening," was a little misleading. It implied that the hard times were industry-wide. At KalaMusic, we feel this is not the case...that most of the hard times seem to be confined to our major competitor. At KalaMusic, times are good.

■ Over the past six months we have added nine new easy listening clients. Some have been takeovers from other syndicators, but several of them have been stations new to the format.

■ Our owned and operated stations in Kalamazoo, Mich., and Fort Wayne, Ind., are playing our easy listening format and are selling their time. In fact, according to Jim Duncan's "Study," our stations are selling time at a ratio of over 100% per rating point.

■ Our O&O's and our client stations are constantly finding new and innovative ways of selling advertising in this format. And part of the service that KalaMusic offers is to share these ideas with our other client stations.

■ Easy listening continues to be a very advantageous format for a profit-oriented operator because: 1) An easy listening station becomes a unique franchise in the market; 2) An easy listening station is able to attract revenue from several sources, including business to business advertisers, upscale retailers (furriers, jewelers, luxury automobile dealers, financial institutions) and businesses that concentrate on the 55-plus market (elder care facilities, certain insurance agencies, etc.) that in many markets no other radio station can even call on, and 3) The format is very economical to operate.

■ The research that is often quoted that indicates that listeners don't want to listen to instrumentals is really only half right. Our studies have shown...listeners don't want to hear lousy instrumentals. So we don't play those.

■ KalaMusic's programing is innovative, exciting and constantly evolving. It is not the same as it was five years ago, or even five months ago. But it keeps up with the needs of today's listeners. That's why our audience constantly skews younger and listens longer than the nationwide format average.

Yes, it's an old truism that the bad news gets more press coverage than the good news, but we know of more than 30 operators of successful easy listening radio stations. Indeed, I am convinced there are no bad formats, only bad radio stations—*Stephen C. Trivers, president, KalaMusic, Kalamazoo, Mich.*

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Belding Communications, said he understood that the third night would launch the first Monday in June.

One possible Monday night schedule has already been mentioned, according to Martin Colby, chairman of the board of governors of the Fox Television Affiliates Association and vice president and general manager of XETV(TV) Tijuana, Mexico (San Diego): an hour-long action-adventure program at 8 p.m., followed by two half-hour sitcoms, possibly starting the first Monday after the May sweeps. Both Colby and Wendle said such a plan would be one choice among many. "We've been playing with the pieces on the programing schedule," Wendle said.

Wendle said Fox would also announce plans in January for a night of movie and mini-series programing, still under consideration. FBC, he said, is in discussions with Aaron Spelling Productions on the possible launch of the series *Angels '89*, via a two-hour movie.

The mood at FBC and among its affiliates is positive in the wake of the November numbers. *Married...With Children* scored a 10.5 rating and a 15 share on Nov. 27, the highest numbers ever for a Fox show, according to NTI peoplemeter data. Saturday night household ratings for the 8-10 p.m. schedule increased from an average 2.5 rating/6 share in May to a 3.3 rating/6 share in November, according to Fox. Sunday night figures for 7-10:30 p.m. went from a 4.7 rating/8 share in May to a 6.8 rating/10 share in November. "The bottom line is that as our ratings go up, so do our profits," Wendle said. As FBC revenues grow, so do compensation payments to affiliates, because they are calculated as a percentage of the network's gross billings.

Bill Viands, vice president and general manager of Fox station KDNL-TV St. Louis, said his station was showing vast improvement in Sunday night ratings in the 18-34 age group, part of the younger audience to whom Fox appeals most. "We're very pleased with the way Fox has performed on Sunday nights," he said.

But Fox's success with young audiences may be working against its Saturday night schedule. "I don't think they're ever going to do well on Saturday night," Cunningham said. "The kind of audience they appeal to just isn't around on Saturday night."

However, Wendle said, "we have no plans to change our Saturday or Sunday schedule in the foreseeable future." He added, "Every one of our programs has been increasing in the ratings, and until they flatten out or drop, there's no reason to replace them."

FBC, which had revenues of about $105 million-$110 million in fiscal 1988, is already ahead of last year's revenue figures. Upfront sales for FBC totaled about $130 million, Galletly said. The network's CPM increases ranged from 6% to 15%, according to BBDO.

Fox sold 80% of this season's advertising inventory in the upfront market, said Pat Mastandrea, FBC's senior vice president, sales. That figure included 85%-90% of availabilities in the fourth quarter of calendar year 1988, and 80% of the inventory in the first quarter of 1989, she said. Fourth quarter scatter market prices averaged a 25% increase over upfront prices, while first quarter scatter prices are averaging 45%-50% increases, she said. "We are way, way over where we thought we'd be," Mastandrea said. Calendar first quarter revenue for 1989 will be 30% higher than FBC projected last May, she said.

Demographic ratings

November 1988
Sunday, 7-9 p.m.

	Female 18-34	*Male 18-34*
FOX	**8.4**	**7.7**
NBC	**8.4**	**7.9**
CBS	**7.9**	**7.1**
ABC	**6.9**	**6.4**

Source: NTI overnights

The scatter market price is a result both of Fox's success and the demand for advertising time, Cunningham said. Many advertisers, he said, held back on media buys until a month ago, when they decided the outlook for the economy in 1989 looked strong. The rush to buy has resulted in a tight first quarter scatter market, he said, with second and third quarter markets looking tight, too. Cunningham said that since Fox did better than expected this fall, makegoods are not cutting into its inventory.

Regarding the costs of FBC's operations, Murdoch said in November that switching to the reality-based shows *The Reporters* and *Beyond Tomorrow* on Saturday night had cut programing costs by more than 50% for that evening.

Given FBC's current schedule, the cost of launching a third night of programing would hurt the company's financial performance, while advertising revenues for the third night might not be generated until fiscal 1989. Wendle discounted the possibility that development costs for Monday night programing would make a big negative impact on the network's finances. "We're doing so well on Sunday night that it has enabled us to cover a lot of our development costs," he said.

The programing process at FBC has become more fiscally conservative, Wendle said. "In the beginning, we made a lot of series commitments—which were very costly—and went rolling right into production on a dozen projects.... And when some of those projects failed early, we had to pull them off the air and write off millions of dollars." Because the network is no longer under that same pressure to come up with programing quickly, Wendle said, "we're moving ahead more financially conservatively.... We're looking at more pilots and scripts and limiting our exposure on program development."

Wendle also said that by collaborating more closely with affiliates on promotional spending, the network was not making the inefficient media buys it had made in the network's "chaotic" startup environment.

Summing up, Wendle said the three major reasons the company lost so much money last year were ratings below expectations, the cost of program abandonment and "all those other factors that are a part of launching a new company"—such as the overspending on media.

Galletly said that meeting Murdoch's target of losing no more than $20 million was "a very safe bet." He added, "It could do a lot better than that." ☐

There's a tomorrow for 'USA Today'

GTG Entertainment said last week it was firmly committed to producing *USA Today: The Television Show* for a second season (1989-90). And in January, the company will "re-launch" what GTG Marketing President Bob Jacobs described last week as a "new and improved version" of the program.

As a result, substantial changes will occur in the program, including an altered format that will reduce the number of anchors in the main studio set from four to two, a change critics of the show had called for early on. Jacobs reported the intent was to keep anchors Edie Magness and Bill McAtee in Arlington, Va., where the show is based, and move business anchor Ken Walker and "Life" anchor Robin Young to New York.

GTG has hired a new advertising agency to create new on-air and print promotions, and will almost double the promotion budget, adding another $5 million. In addition, the music and possibly the opening of the show will be changed. Jacobs even said consideration is being given to shortening the title of the show to just *USA Today*.

In a prepared statement on the renewal of the show for a second year, GTG Entertainment President Grant Tinker said: "All the arrows are pointing in the right direction. The show itself has hit its stride....The improvements in the show and the audience increase that accompanied those improvements make us more convinced than ever that [the program] is going to have a long and productive life."

GTG cited ratings gains of 22% for the show from October to November. But some rep sources remained skeptical, suggesting those gains were primarily the result of across-the-board increases in television viewing in November that benefited all shows. But Jacobs insisted last week that the ratings gains were real, citing an average 25% tune-out rate in October that was reduced to almost zero the following month. ☐

the last moment.] Where it was successfully preempted in Salt Lake City, the station reported 2,000 calls in protest. They said the highest previous number they had ever received was 200. That's the people talking. And I think the people on Madison Avenue are smart enough to believe that maybe they should give these programs another look.

As to the episode in which your nose was broken during an on-air brawl, Van Gordon Sauter, the former CBS News president who is now in syndication, seemed to suggest that it was your responsibility to contain what he described as the "malevolent" adversaries on the show. Had the set-up been different on the show, he suggested, had [black activist] Roy Innis and [white supremacist] been at opposite ends of the set and kept on their stools, the brawl might not have happened. And you wouldn't have broken your nose or received the avalanche of national publicity that you did.

I think that the one thing people miss in this whole thing is the fact that we have never had anything like this happen before. I've gotten in plenty of scrapes in the field. In the hundreds and hundreds of shows I've done in the studio, I've never had a situation where there was physical violence. I never anticipated that it would become a physical brawl. I believe that Metzger and his cronies in the studio audience had that as their game plan. I believe they came to the studio with a premeditated intent to use the first provocation to declare physical war. I think that that's what their goal was, and that's why it was impossible to anticipate.

So again the answer is TV has not gone too far?

The answer is no. Does it strike you as mere coincidence that the skinheads are getting all the attention now in the last two weeks? Does it strike you as just pure happenstance that the local news stations in New York, for example, are running five-part series on the skinheads?

Let me ask you to define three concepts: (1) responsible journalism; (2) irresponsible journalism, and (3) your own approach to television journalism.

I think that responsible journalism should not be confused with objectivity, because objectivity, in my opinion, is impossible. Objectivity is a phony journalism school word. Everybody, to greater or lesser degrees, on different stories, is subjectively involved. It is impossible for us to divorce ourselves from the stories. Some of us are more up front about it, others do a better job in covering it up, but everybody brings a subjective bundle of personal experiences to a story. Responsible journalism is fair reporting. Fairness is the real word. It doesn't even mean balance. Fairness is not balance either. Because what does balance mean? Equal time? Does that mean that you give the Nazis 30 minutes and you give the racial minorities 30 minutes? No, that's not balance. Fairness is to give a good honest reporting job, get the facts straight, and try your best not to muck it up with your own personal hang-ups or personal experiences. Irresponsible journalism is distorting the facts, not telling the whole story; it's getting the facts wrong. My style is responsible, it's passionate, it's involved. The bottom line on me when I'm out in the field doing a story is that I'll take the story as far as it goes.

Can journalism be to any degree exploitative and still be responsible?

Sure, sure. I mean what is exploitative? Does that mean you do a hot topic during ratings period? You can still do a hot topic during ratings period and be responsible.

Does the industry have a responsibility to impart what I'll call traditional journalism—useful information in context?

Yes.

Even if viewers would simply rather have the high impact stuff that Morton Downey Jr. delivers all the time and you do occasionally?

Downey is not a mass phenomenon. You have to recognize what Downey's rating is nationally. It's a specialty act. A 2.5 rating nationally is not a phenomenon. It's a phenomenon because he's big here in New York where the media are based. How big a phenomenon is he on the West Coast or in the middle of the country? Be aware of that. It's easy to write about him because he's so intentionally outrageous. But there is...it's different strokes for different folks. Different programs have different responsibilities. The evening news has the job of telling us about the events of the day. That's its mandate. A daytime talk show is not an evening news program. A daytime talk show exists in the milieu that until recently—with the exception of Phil Donahue—has been the exclusive province of soap operas and game shows. You have to judge us in the contexts in which we exist. A daytime show is a different animal than an evening news broadcast.

Do the specials, which have to be addressed separately from the

Week 12 posts 35.3 million households

NBC took week 12 (ended Dec. 11) with a 15.1 rating and a 24 share. ABC followed in second place with a 13.2/21, while CBS trailed with a 10.7/17. In the evening news race, CBS won the week with an 11.2/20, followed by ABC's 10.9/20 and NBC's 10.8/20.

A special broadcast of NBC's *Night Court*, nestled comfortably between *Cheers* and *L.A. Law* on Thursday night, earned a 23.9/39 to rank first for the week. NBC's usual front-runner, *The Cosby Show*, pulled in just behind with a 23.8/38, according to Nielsen.

While the Arbitron Ratings company doesn't have a national ratings service, per se, the company's 14 metered markets give one glimpse at how network programing fares around the country. For example, NBC's *Night Court* special ranked ninth in New York (with an Arbitron 20.4/31), fifth in L.A. (22.1/34) and third in Chicago (29.5/43). In Detroit, the program pulled in an Arbitron 31.4/48 and ranked first for the week. The cities where *Night Court* ranked lowest were Dallas and Houston, according to Arbitron.

Nielsen	□	Net	□ Show
1.	23.9/39	N	Night Court Special
2.	23.8/38	N	Cosby Show
3.	23.7/37	N	Cheers
4.	23.2/36	N	Different World
5.	22.2/39	N	Golden Girls
6.	22.0/33	A	Roseanne
7.	20.9/33	C	60 Minutes
8.	20.3/32	A	Who's the Boss?
9.	19.4/35	N	L.A. Law
10.	19.2/34	N	Empty Nest
11.	18.5/31	A	Monday Night Football
12.	18.0/29	A	Growing Pains
13.	17.9/27	A	Moonlighting
14.	17.5/28	A	Head of the Class
15.	17.5/32	N	Hunter
16.	17.2/26	N	NBC Monday Movie
17.	17.1/25	C	Rudolph-Reindeer
18.	17.1/27	N	NBC Sunday Movie
19.	16.8/25	N	In the Heat of the Night
20.	16.6/25	N	Matlock
21.	16.3/30	N	Amen
22.	16.2/24	N	Family Ties
23.	15.7/24	A	Wonder Years
24.	15.5/23	N	ALF
25.	15.4/24	A	ABC Sunday Movie
26.	15.4/28	N	227
27.	15.2/26	A	Full House
28.	15.2/25	C	Dallas
29.	14.7/25	A	thirtysomething
30.	14.5/22	C	Kate and Allie Special
31.	14.3/20	N	Hogan Family
32.	14.0/25	C	Knots Landing
33.	14.0/21	C	Murphy Brown Special
34.	13.7/24	A	Perfect Strangers
35.	13.7/21	N	Day by Day
36.	13.7/23	N	Midnight Caller
37.	13.6/20	C	Murphy Brown
38.	13.4/24	A	20/20
39.	13.0/20	A	Hooperman
40.	12.8/19	C	Designing Women
41.	12.7/19	A	Mission: Impossible
42.	12.7/22	C	Falcon Crest
43.	12.3/22	A	China Beach
44.	11.8/20	A	Mr. Belvedere
45.	11.8/18	N	Highway to Heaven
46.	11.7/18	A	MacGyver
47.	11.7/21	N	Miami Vice
48.	11.6/18	C	CBS Tuesday Movie
49.	11.6/20	C	Wiseguy
50.	11.4/19	A	Just the Ten of Us
51.	11.1/17	C	CBS Sunday Movie
52.	9.7/15	A	Dynasty
53.	9.6/15	N	Magical World of Disney
54.	9.5/15	A	Incredible Sunday
55.	9.1/16	C	Beauty and the Beast
56.	8.7/14	C	Almost Grown
57.	8.5/15	A	Battle of the Network Stars
58.	8.5/13	C	Paradise
59.	8.5/14	N	Sonny Spoon
60.	8.4/13	F	America's Most Wanted
61.	8.2/13	C	48 Hours
62.	8.2/12	F	Married...With Children
63.	8.1/14	N	Something Is Out There
64.	7.7/12	C	Equalizer
65.	7.5/13	N	Tattinger's
66.	7.0/11	A	Presidential Conf. Analysis
67.	6.8/12	A	Murphy's Law
68.	6.8/12	C	Simon and Simon
69.	6.8/11	F	21 Jump Street
70.	6.7/12	C	West 57th
71.	6.0/10	A	Knightwatch
72.	6.0/11	C	Dirty Dancing
73.	6.0/9	C	TV 101
74.	5.8/9	F	Rock-Roll Xmas Special
75.	5.5/10	C	Raising Miranda
76.	4.8/8	F	Duet
77.	4.7/8	C	Van Dyke Show
78.	4.4/7	C	Annie McGuire
79.	4.3/8	F	Reporters
80.	2.9/5	F	Beyond Tomorrow

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MSO's, telcos eyeing Europe, Asia

U.S. cable companies are turning their attention—and investment dollars—to systems overseas

U.S. cable companies, which first invested in overseas cable TV systems more than five years ago with less than spectacular results, are now going offshore again in a big way. While their numbers may be few, their apparent commitment is not, with hundreds of millions of dollars in investments planned.

But the rank of investors, among them cable operators United Cable, Jones Intercable and Comcast and regional telephone companies Pactel and USWest (see chart, below), face high risks and returns long in coming, with international cable still facing a broad range of unfriendly regulatory constrictions, competition from other new media, underdeveloped infrastructures and a lack of cable-unique programing, among other problems.

But priming investors' interest is the expanding television market abroad (where cable is said by many to be at the same stage it was in the U.S. a decade or two ago) with millions of viewers throughout Europe and along the Pacific Rim looking for and finding new programing choices through cable and satellite TV.

Although many of Europe's smaller nations are already densely wired, cable still reaches less than 15% of Europe's TV audiences, and larger nations such as Great Britain, France and West Germany are only beginning to be cabled. Other uncabled nations, such as Spain, also have cable and SMATV (satellite master antenna TV) potential, argue observers, including former FCC cable branch chief Steve Ross, now of the Washington law firm of Fletcher, Heald and Hildreth.

In Asia, as well, there are plans to double Japan's cable viewership from today's 5.3 million to 10 million by 1998, and Hong Kong is still deliberating over what is said will be the world's largest cable franchise, passing 750,000 homes.

Helping to push some U.S. cable operators into the world arena is the state of the domestic cable industry. According to Pat Lombardi, a member of the board of directors of Jones International and president of the company heading its international investments, Jones Capital Markets Inc., the U.S. cable industry is "maturing," with system prices reaching near record levels, while at the same time, U.S. multiple system operators see the opportunity to invest in developing businesses abroad using marketing and other skills honed in their domestic cable experience.

United Cable's Nimrod Kovacs, group head, United Global Programing, said his company began looking at new growth opportunities more than a year ago and also found prices for U.S. systems rising at such a clip that the company began to question whether further system purchases here would be the best way of reinvesting.

United Cable, subsequently merged with United Artists, has since developed the most extensive international cable system portfolio to date of any U.S. MSO, with franchises covering nearly a million homes in Great Britain, and other interests in Scandinavian cable. Kovacs said the company is seeking another million homes passed in the UK, is pursuing interests in Finland, Denmark, Ireland and the rest of the continent and has targeted one million subscribers internationally within five years.

Jones has also pursued its interest in the UK, where it has a stake in the East London franchise that encompasses the massive Dockland business-residential development project, and in France, where it has a share in the company running the Paris cable system. Among other MSO's with international cable interests, new or long-standing, are Comcast, Cox and ATC.

Interest in overseas cable is not limited to cable operators, however, points out Mark Sena of Communications Equity Associates, a Tampa, Fla.-based cable broker. For Sena, the biggest news lately has been the arrival of U.S. telcos like USWest, Pactel and others onto the international cable scene.

One reason telcos are so interested in international cable, said Sena, is that some nations, most notably Great Britain, foster interest in cable by allowing companies to provide telecommunications services as well.

But both United's Kovacs and others warn against viewing overseas cable as a quick and easy return on investment. Said Kovacs: "This is a very risky deal because there is absolutely no precedent and experience to date has been mixed at best."

Abe Patlove, vice president, planning and development, Comcast Cable, recalled that in 1983-84, the cable industry in the UK, for example, got off to a "false start" because participants saw a surface similarity to the U.S. cable industry and got caught by important differences in subscriber men-

Who owns what where

The chart below lists interests held by U.S. cable companies and regional telephone companies in non U.S. cable franchises or cable companies, with major partnership percentages listed where known. Total households in franchise are listed where systems are not yet built or information on homes passed was not available. Systems not yet built are indicated by an asterisk.

COMPANY	INTERNATIONAL CABLE INTERESTS	HOMES PASSED/ SUBSCRIBERS
ATC	Arberdeen, Scotland	NA/NA
COMCAST	Ealing, UK (20%)	15,000/3,000
	North West London, UK (franchise bid pending)	250,000 tot. hh/*
COX	Stofa AS (50%), Denmark	145,000/104,000
JONES INTERCABLE	East London, UK (89% interest with PacTel)	150,000 tot. hh/NA
	Redbridge, UK (89% interest with PacTel)	225,000 tot. nh/*
	Windsor Cable, UK (less than 5%)	NA/NA
	Greater East London, UK (franchise_bid pending)	*
PACTEL	East London (89% interest with Jones)	150,000 tot. hh/NA
	Redbridge, UK (89% interest with Jones)	225,000 tot. hh/*
PRUDENTIAL BACHE	Westminster, UK (22.5%)	NA/NA
UNITED CABLE	Bristol, Thames Estuary North, Thames Estuary South, UK	700,000 tot. hh/*
	Croydon, UK	125,000/11,000
	Caswell, UK	125,000/*
	Norkable (30%), Norway	—/90,000
	Svenkakablevision (30%), Sweden	—/40,000
USWEST	Birmingham, UK (25%)	500,000/*
	Camden, UK	70,000 homes. 10,000 bus./NA
VIACOM	Paris, France (10%)	NA/NA
	Hong Kong (franchise bid pending)	*

tality and sales and billing techniques.

Although investors may be more aware of marketing pitfalls, other major impediments remain, especially to Americans, in regulatory constraints ranging from limits on foreign investment to complex local planning procedures.

In the UK, for instance, where the majority of foreign investments appear to reside, ownership rules prevent any non-European Community company from controlling a cable operator. Some new investors, such as United Cable and Jones in its East London partnership with Pactel, have developed innovative trust structures that abide by noncontrol laws, yet allow American cable companies to provide their expertise to system operators and so protect their investment.

Britain's cable regulation is also in a state of flux pending a wide-ranging government media revamping proposed last month (BROADCASTING, Nov. 14). Ironically, however, the possibility of change after 1991 under the new laws has speeded the British franchising process, so that franchises covering as much as 25%-30% of the UK may be granted under the current, more favorable setup, explained Jon Davey, director general, UK Cable Authority.

In other nations, such as France and West Germany, restrictions on outside investment and public control of most franchises combine with powerful authority exerted by state or local authorities to complicate the process for those seeking to invest in franchises.

Such restrictions have kept ATC, the U.S.'s second-largest MSO, from extending its limited international cable investment. According to a spokesman, the company dislikes investing in operations it cannot manage and is not particularly fond of the high level of government involvement found overseas.

Another formidable challenge to investors is posed by the new delivery technologies competing with cable, particularly the new generation of direct broadcast satellites, exemplified by the Luxembourg Astra satellite launched this month and the British Satellite Broadcasting venture to launch late next year.

In at least one country, France, cable has been partly held up not so much by a new satellite technology as by the young terrestrial pay TV service Canal Plus, whose success on the ground has neutralized one of cable's leading attractions, pay movie services.

American cable backers argue, however, that cable will do well in the competition with Europe's DBS. According to Comcast's Patlove, for instance, while both Astra and BSB will target the UK market with a combination of at least a dozen English-language pay and ad-supported channels, the two satellites use different transmission technologies, forcing consumers not only to buy two dishes or a motorized aerial to receive the signals, but more receiver electronics as well. In combination with satellite program fees, cable becomes a comparative "bargain," he said.

Cable may have little advantage over DBS in infrastructure, however, despite its longer presence in Europe and other regions. According to United's Kovacs, basic industry elements, such as data management, hardware and service industries, are "nonexistent" outside the U.S.

Programing is something cable had not been lacking until new DBS services threatened to shift the leading services toward direct-to-home delivery. A number of American programers have, in fact, offered Europe satellite channels, such as Viacom's MTV and Turner's CNN. It was cable's slow development in the region, however, that has now led a number of key satellite programers, like Rupert Murdoch's Sky Channel, to seek the alternative delivery form of DBS.

According to Kovacs, it is imperative for cable to retain competitive programing, and in conjunction with United's system investments, he said, the company will increase its stake in the international programing area. In a joint venture with U.S. cable documentary service The Discovery Channel, for instance, TDC will launch in Europe next spring as an ad-supported, six-hour-a-day service for cable (BROADCASTING, Oct. 17).

United also has interests in UK-based European cable services The Arts Channel and Bravo, and may look into developing a regional sports service, Kovacs said.

Viacom's MTV has also been an active overseas programer, with some six million cable subscribers in 11 countries of Europe, and, in Japan, an association with Tokyo Broadcasting System that brings about five hours of weekly programing to some 30 million homes, and plans for a 24-hour music service in conjunction with cable TV development there. □

Distant Signals

Amnesty International's Human Rights Now Tour, distributed by **Radio Vision International**, aired Dec. 10 (Human Rights Day) in at least 55 countries, including nations identified by AI as human rights violators. The three-hour rock concert film, including performances by Bruce Springsteen, Peter Gabriel and Sting, aired in the U.S. on Home Box Office.

□

Independent film sales to television internationally grew to $224 million for the year ending last June, according to a Peat Marwick survey conducted for the American Film Marketing Association. The previous high for any 12-month period, according to AFMA, was $107 million in 1986. Europe represented the largest market for independent sales to TV and cable, accounting for $143.3 million, with sales in France of $38.4 million; in Italy of $38.3 million; in the UK of $20 million; in Germany and Austria, $17.7 million; Scandinavia, $9 million, and Spain, $6.2 million. In other regions, Japan accounted for $23 million in sales and Australia and New Zealand for $23.8 million. The results, based on a survey with 38% response from 93 companies, included results from films during the period including "The Last Emperor," "Rambo III," "Dirty Dancing" and "Robocop."

Mr Davey
Mr Freston
Mr Kovacs

Cable on the continent. Director of UK Cable Authority Jon Davey (second from left) warned the crowd attending a Western Cable show panel in Anaheim, Calif., Dec. 8, that while foreign cable investment opportunities may exist through European nations, there are "very great dangers in assuming that Europe is a single market. It's not a single market and I don't believe it ever will be." United Cable's Nimrod Kovacs (standing, right), panel moderator, also called international investments "a very high-risk business. The jury is still out on the degree of opportunity." But the potential for global networking remains very much on the mind of international programers such as MTV Networks, whose chief executive officer, Tom Freston (third from left), said his company is "very, very bullish" on international growth potential for services such as MTV, now available in Europe, Australia, Latin America and Japan. From Japan, Yashushige Nishimura (left), of Sumitomo's cable arm, described growth potential for what he described as that country's "underdeveloped" cable industry, and said next year's launch of a satellite available for program distributors may provide opportunities for American and Japanese coventures.

Industry buzzing over MSG-Yankee deal

Among questions are how MSG will pay for deal, fallout on MSG-Cablevision dispute and precedent for other sports rights

A number of key issues have been raised in the fallout over the deal by Madison Square Garden Network to televise games of the New York Yankees over the next 12 years (BROADCASTING, Dec. 12) as the basic cable service wrestled the rights away from SportsChannel New York. They concern the relationships between operators and programers, the escalating costs of sports rights and subscriber access to programing.

The deal itself, for 75 games in each of the next two years and the rights to 150 games in the 10 years thereafter, puts MSG on the map in a major way. It carries the NBA Knicks and NHL Rangers, two fall-winter teams, which left the service without a dominant summer anchor sport, since SportsChannel New York carried both the Yankees and Mets.

The price tag, reportedly between $485 million and $500 million, outdistances any previous local sports rights agreement. And unlike the Yankee-SportsChannel deal, it's believed there is no buyout clause afforded the Yankees in this contract.

Last week, MSG spokesmen were saying the network would pay for the package through its existing basic service cost structure and was not contemplating shifting the service to pay, even though the deal gives them that right. (It also gives them pay-per-view and home video rights.) MSG, a basic service, charges operators between 60 cents and 80 cents per subscriber per month. At 80 cents per month, MSG's 2.3 million subscribers would give it monthly revenue of $1.84 million. When MSG adds major events, the fee to operators increases by 6 cents per month, as would be the case with the Yankees. That would give MSG another $138,000 in revenue per month. WPIX(TV) New York, which will continue to carry 75 games over the air over the next two years, paid around $16 million for the Yankee rights this year (BROADCASTING, March 7), and has the right of first refusal if MSG chooses to sell some games to a broadcast outlet beginning in 1991. Ad revenue for the Yankees on cable is roughly $5 million per year. Those revenue sources, plus growth in cable penetration, MSG believes, will pay for the Yankee rights.

Shifting the service to pay is the key point of contention between Cablevision and MSG, since Cablevision dropped MSG from its systems in September. As the New York State Consumer Protection Board held hearings last week on the Cablevision-MSG dispute, Cablevision said in a statement that it was "hopeful that Gulf + Western will now be willing to grant Cablevision a contract for carriage of the MSG network and allow us to return Knicks, Rangers and Yankee programing to our subscribers." That the Knicks and Rangers are near the top of their respective divisions has only heightened the animosity among Cablevision subscribers, who have lost MSG.

But the high price of the contract, Cablevision said, backed up its assertion that "special interest programing should be offered to subscribers as an optional premium service, paid for by those who want it."

Richard Aurelio, president of BQ Cable, said MSG has not contacted him on any new rate structure. "We didn't ask everybody to make these kind of deals," said Aurelio, who believes it will be too hard to defray the cost otherwise. "It's hard for me to imagine how you can keep this on basic," he said, especially since having MSG on basic at the rates quoted was a stretch to begin with.

The industry, which de-tiered only several years ago, may be forced back into a two-tier situation, said Aurelio. Part of that pressure may come from regulators. Representative Charles Schumer (D-N.Y.), an aide said, plans to reintroduce a bill that would mandate that half of the Yankee games be carried over the air until 75% of the city is wired. Although Schumer is concerned about cable rates, the aide said access is the key. A spokesman in the New York cable office said penetration will stand at 46% at yearend, but the office expects it will reach 75% by the end of 1990. Ironically, a large portion of that will depend on how fast Cablevision builds its respective franchises in the Bronx and Brooklyn, two areas it has just begun to wire. MSG's exclusive rights to 150 games does not begin until the 1991 season.

Even at that, WPIX is hoping it will still be carrying Yankee games long into the future. Spokesman Marty Appel confirmed the station was the other bidder besides MSG and SportsChannel, and he indicated WPIX and the Yankees had a number of problems—advertising, legal, financial—that prevented a deal from taking place. Appel said WPIX went to MSG "with a substantial offer for the life of the contract" in the days leading up to the announcement, but MSG put those talks on hold for later. WPIX has the right of first refusal in the area to carry the Yankee games.

Last year, SportsChannel, WPIX and the Yankees were mired in a dispute at the beginning of the season over who would televise which games. Appel said the station's position is that it gets preference based on a 1986 contract, and he believed there would be no problem with MSG.

SportsChannel and the Yankees have battled in court over the number of games it and WPIX were entitled to, but it was unclear last week what part that played in Yankee owner George Steinbrenner's decision. One source pointed out that Steinbrenner believed the Yankees were sharing time and sometimes getting second billing behind the Mets on SportsChannel.

The MSG deal also has fallout for other regional sports networks, in addition to any spillover effect to other team-network contracts. In Florida, Cablevision's SportsChannel Florida had the rights to import Yankee games, of principal interest to former New Yorkers living there. The rival sports service owned by the state cable operators, Sunshine Network, is part of an ad hoc group of non-Cablevision-owned sports networks that share programing, a group that includes MSG. It will presumably have the rights to import Yankee games, giving it another jewel in its sports crown.

In addition to the regular season games, MSG will have rights to preseason games, pre- and post-game shows and a one-hour Yankees report. ☐

Differing outlooks for 1989

PaineWebber conference generates variety of predictions on how media and advertising will fare

Advertisers were pessimistic, broadcasters were guardedly optimistic and cable operators were bullish at the start of PaineWebber's 16th Annual Conference on the Outlook for the Media last week. One participant in last Monday's session forecast that advertising growth will lag behind the economy in the coming year, while several speakers alluded to the threat that local broadcasters face from growing local cable advertising.

For the first time since 1975, advertising growth in 1989 will fail to keep pace with the economy, said Robert J. Coen, senior vice president for McCann-Erickson. Growth in national advertising budgets will drop, as is the pattern in post-Olympic years, and continuing "turmoil" among local retailers will result in modest growth at that level. Advertising will grow 6.1% in 1989, to $125.6 billion, behind total GNP growth (real GNP growth plus inflation) of 6.8%.

National broadcast budgets in 1989 will

be 4.5% over 1988 figures, Coen said. Network advertising gains will shrink to "near zero," he said in his report, while the smaller cable and syndication advertising shares will grow in double digits.

While making his forecasts, Coen also included figures for 1988 advertising growth (see chart, below).He also pointed out that by the end of 1988, non-U.S. worldwide advertising, up 18% over 1987 to $121.4 billion, will overtake the U.S. advertising budget for the first time.

Hitting a note that later speakers would touch upon, Arnie Semsky, executive vice president of BBDO New York, said he expected large growth in local cable advertising in the 1990's. Contributing to that growth, he said, would be the assembly of regional cable networks and ZIP code targeting.

Semsky said that the strong $3.2 billion upfront network television market was due to a post-writers' strike hunger for guaranteed audiences, numerous new car introductions this season and advertisers' concern with placement in good program environments. In general, though, he said that 1989 would be a "tough year" for the media.

In his predictions for worldwide advertising spending for 1988, John Perriss, worldwide media director for Saatchi & Saatchi, said that 57% of world advertising spending would be outside of the United States, roughly the same figure as in Coen's advertising breakdown. Over the next few years, growth would be strongest in Europe, due mainly to "supply-side" forces: television deregulation and increases in satellite capacity and terrestrial stations. In 1988, European advertising expenditures will increase to $48 billion, a dollar increase of 12.6%, or 7.9% in real terms.

Predicting U.S. advertising growth in 1989, Perriss said that expenditures would grow 6.9%, or 1.8% in real terms.

"I believe that network revenues for 1989 will be 2% higher than for 1988," said David Poltrack, senior vice president, planning and research, CBS Marketing Division. "I recognize that, given the Olympics contribution to 1988 revenues, this represents a relatively bullish forecast," he said. Deducting the impact of Olympics advertising from 1988, Poltrack said his 1989 forecast represented a "healthy" 6.4% underlying growth, indicated by a strong upfront market, a strong first-quarter scatter market, and a stable 1989 economy. The daytime daypart was weak in the upfront market, he said, but looked as if it was improving in the scatter market, partially because of attractive CPM's at 47% the cost of prime time CPM's. Poltrack said also that the demand for 15-second commercials was running up against a "natural cap" on the number of such spots per commercial pod. Rather than have the number of 15-second spots increase significantly, he said, networks would put a premium price on the spots.

National advertisers' 1988 budgets

	% chng. from 1987	($000,000)
Network TV	+10.5	$9,395
Cable TV	+20.0	910
Syndication TV	+20.0	915
Spot TV	+5.0	7,190
Network radio	+1.5	420
Spot radio	+7.0	1,425

Local advertisers' 1988 budgets

	% chng. from 1987	($000,000)
Local TV	+8.0	$7,380
Local radio	+8.0	5,900

Source: McCann-Erickson

National and local spot advertising in 1989 will be up 3%-8% over 1988, said John McCrory, president of Times Mirror Broadcasting. The figure could even hit 10%, he said. The "underlying premise" of the market is still intact: local stations, especially affiliates, are the "broadest and deepest daily source of consumers for advertisers," according to McCrory. In 1989, the single biggest problem for stations will be the same as in 1988: "Getting enough money for our product—for our audience." Saying it was "almost impossible" to get higher CPM's or cost-per-points, McCrory said that the only way to increase revenues was to steal the audience away from the competition.

The radio advertising outlook for 1989 will be much better than he thought it would be earlier in the year, said Frank Osborn, president of Osborn Communications Corp. Taking the Radio Advertising Bureau's 1989 outlook as a point of departure, Osborn said he thought local advertising would do better than the RAB's growth predictions but national advertising would fare worse. Osborn said that cable was making inroads in radio advertising—not in listenership, but among salespeople, a "large number" of whom are moving into cable sales.

"I'm glad 1988 is over," said Robert Sutton, president of the Media General Broadcast Group. It was a "terrible" year, he said. Looking to 1989, Sutton said he thought the national spot market would be up 6%-8%, and local advertising would be up 9% or more. The future of local television from a revenue standpoint, Sutton said, is local advertising, which is being cut into by cable advertising. Growth rates for stations, Sutton said, while down from 14%-15% to 9%-10%, were still "not so bad."

The cable industry is "quietly bullish," said Tony Cox, chairman of Showtime Networks. Cox emphasized that general unhappiness with the industry was one reason for the industry's reserve. Cox said he expected major cable-bashing in Washington, which started in 1988, to continue, with complaints centering on monopoly power, unreasonable price increases and concentration of ownership. National cable penetration of 70% is achievable, he said, with improvements in customer service possibly generating a 5% increase, while elimination of cable theft could be worth 1% or 2%. Local advertising is a "major, major untapped revenue source"; another revenue source is pay-per-view. Because the economics of PPV are "extraordinary," Cox said, he expected the Super Bowl will "absolutely" be a pay-per-view event someday.

Jeffrey Reiss, chairman of Reiss Media Enterprises, said he expected the growth of impulse pay-per-view to outpace industry estimates for its growth. For example, predictions by Paul Kagan Associates that pay-per-view will make up 12% of cable television revenues in 1997 were conservative, he said.

People who have regulated and restrained cable rates in the past have ignored the fact that customers think cable is a "bargain," said Julian Brodsky, vice chairman and chief financial officer of Comcast Corp. With basic rates averaging $15 a month nationally, Brodsky said he expected the figure to rise to $20 per month, with no negative reaction to a rise of $1 per month each year. Brodsky said that he saw a trend toward re-tiering of properties, with broadcast channels alone eventually making up the basic tier.

Telephone companies are trying to spread the fiction that it is necessary for them to get into video distribution to subsidize a fiber optic network of voice and data, said Leonard Tow, president of Century Communications. Tow said that while telephone companies might expand into video delivery, cable systems with fiber optic networks stood to gain much more by, in turn, expanding into the much larger voice- and data-transmission market. ☐

Touchtone information. Associated Press Broadcast Services is now offering AP Audiotex, an information system that enables affiliates to offer its listeners access to updated news, sports, business, financial and weather information via touchtone telephone. Subscribers pay a weekly fee and delivery charges for the system. Hardware and software are not included. The service is available to both radio and television stations.

Large supply exerts slight effect on cable prices

Rise in interest rates seen as more crucial to prices

The abundance of large cable companies currently on the market, along with expected interest rate rises, will hold down cable prices in the near future, say cable observers. Offsetting those factors in the cable market, they say, are high demand and ready supply of investment money.

Interest rates may be as influential as supply, if not more so, in the coming year.

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Wall Street looks at the year ahead for the Fifth Estate

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Broadcasting ◪ Dec 26

Vol. 115 No. 26

Chasing rainbows... NBC ups cable ante with half interest in Rainbow Program Enterprises. **PAGE 27.**

Pentagon participation in HDTV... U.S. Defense Department declares intention to fund high-definition television technology which some believe could be catalyst to revived American TV manufacturing industry. **PAGE 32.**

Keeping the FCC in line... On eve of Bush administration, tug of war between Reagan FCC and Congress over telecommunications policy escalates, with lawmakers and their staffs agreeing on need to micromanage commission. **PAGE 56.**

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'Little Rascals'

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NBC makes mid-season schedule adjustments, including adding three new series and bringing back one from last season.

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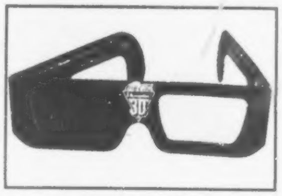

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Advertising Research Foundation workshop examines future of television and radio ratings methodology.

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Kevin Costner and Sean Young in 'No Way Out'

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1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barriers to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly one-to-a-market. FCC voted Oct. 27 to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper. Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early next year. Comments were due Dec. 12 on FCC proposal to assign pairs of DBS slots, one east, one west, to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to those comments are due Dec. 30.

GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8 FCC decision to deny request to modify K-3 power from 45 to 60 watts. Power boost was considered necessary to reach mass-marketable three-foot receiving dishes. GE-HBO venture, Crimson Satellite Associates, still hopes to bring cable programers to Ku-band delivery via already built K-3, scheduled for launch in January 1990.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval by end of year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

FCC extension granted last month gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

- Defense Department has announced that it will provide funding to organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. While Pentagon expects to use technology in defense applications, main goal is to insure that U.S. secures strong share of semiconductor and HDTV equipment industries.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125/60 HDTV production. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are due March 1, 1989.

Deadline for "action memos" to Telecommunications Subcommittee has been postponed from Jan. 4, 1989, to Feb. 1. Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit reports recommending policies that would encourage U.S. activity in HDTV manufacturing. FCC's HDTV advisory task force and NTIA also were asked to prepare reports on subject.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18 in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

On Sept. 1, FCC tentatively decided to elim-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	**4,929**	**288**	**5,197**
Commercial FM	**4,141**	**639**	**4,780**
Educational FM	**1,369**	**260**	**1,629**
■ Total Radio	**10,439**	**1,187**	**11,626**
FM translators	**1,650**	**428**	**2,078**
Commercial VHF TV	**545**	**21**	**566**
Commercial UHF TV	**508**	**228**	**736**
Educational VHF TV	**119**	**7**	**126**
Educational UHF TV	**216**	**31**	**247**
■ Total TV	**1,388**	**287**	**1,675**
VHF LPTV	**126**	**163**	**289**
UHF LPTV	**329**	**1,196**	**1,525**
■ Total LPTV	**455**	**1,359**	**1,814**
VHF translators	**2,722**	**102**	**2,829**
UHF translators	**2,110**	**356**	**2,456**

CABLE†

Total subscribers	**48,637,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**53.8%**
Pay cable penetration	**32%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit.

1,820 incidences of dropping broadcast signals or denying them carriage after court action.

And National Association of Broadcasters' survey found, of 259 television stations responding, around 50 stations are not being carried on at least one cable system that would have had to carry stations under must-carry rules.

Network Rules

FCC's network rules are being reviewed and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

Proposal to eliminate network-cable crossownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for preservation of ban. Latter group felt allowing networks to own cable systems would give them undue market power. Proposal to repeal so-called two-year rule is not controversial. In FCC comments, networks were joined by station groups in support of proposal.

Public Broadcasting

■ NPR board will appoint working group early next year to design and present strategic plan for 1990's by next November. 10-member group will comprise mainly "citizen leaders" offering "perspective" from outside NPR membership. FY 1989, which began Oct. 1, is first year of "unbundled" programing, under which members may now choose to purchase only news or only cultural programing. Board will propose FY 1990 budget in February, likely representing 20%-25% member dues increases, to finance current service improvements and launch of new services.

PBS plans to suggest in early 1989 specific series for same-night prime time carriage next fall, hoping to assure uniform prime time schedule via at least one station in each major market. National Association of Public Television Stations is also coordinating national programing task force to streamline aggregation of station money.

President Reagan signed CPB reauthorization for 1991-1993 Nov. 7, after Congress agreed to cut annual authorizations to $245 million, $265 million and $285 million over three years, down from original congressional proposals of $304 million, $345 million and $404 million. Satellite replacement funding of $200 million over three-year period was retained. Bill creates TV program fund specifically for independent productions, move opposed by noncommercial stations.

Although President Reagan signed 1991 appropriation of $242,060,000 to CPB, with additional $56,810,000 for satellite, Office of Management and Budget is expected to recommend 1992 freeze at that level and not to appropriate satellite money.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

TV Stereo

Approximately 500 stations, over one-third of those now on air in U.S., are equipped to transmit stereo audio, including 59 ABC affiliates, 65 CBS affiliates, 146 NBC affiliates and 81 noncommercial stations.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programing at what operators feel are equitable rates. Wireless pioneers charge that programers' recalcitrance is due to pressure from conventional operators, the programers' principal customers and, in some cases, their owners. Programers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

To keep cable programing flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

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music and sought to emphasize its new theme: family programing.

Two thirds of the prime time lineup was scuttled—*Crazy Like a Fox*, *Hardcastle and McCormick* and an in-house programing hour were dropped—and the *700 Club* was moved from 9 p.m. to 10 p.m. CBN bought *Bonanza* (120 episodes) and *Our House* (46 episodes) to run from 6 to 8 p.m. ET. A family movie was scheduled at 8, followed by the *700 Club* and *Remington Steele* at 11 p.m. *Remington Steele* is now carried only once. "Once a day was enough," said Krimsier of the show, which has "a late-night sophistication to it."

The new lineup is paying off with prime time ratings of over a 1. *Bonanza: The Lost Episodes* has averaged a 2 rating for its daily run at 6 p.m., scoring its best ratings on the weekend. *Our House*, running every night but Saturday at 7 p.m., has averaged a 1.7 since its debut in October. The movie slot has scored a 1.3, and *Remington Steele* averaged a 1 in October, improving its lead-in, the *700 Club*, which Krimsier said is averaging a 0.8. Over all, CBN said its prime time figures, from 7 p.m. to midnight, are up from a 0.8 in September and October 1987 to a 1.3 for September-October this year.

CBN researchers in New York say one-tenth of a rating point equals 43,600 homes, or $200 per 30-second spot in prime time. CBN made up for the earlier ratings shortfalls with makegoods, and Krimsier said that the new schedule is "meeting or exceeding our projections" on advertising.

Krimsier said that *Bonanza* fit in with the service's western lineup on Saturday and "also played into the family image," as did *Our House*. Those two shows "improved their time periods terrifically," he said.

Of more importance, said Krimsier, is the chance to promote other CBN shows in the movie segment during prime time. "We have a better chance of circulating people through" with a movie, he said. With a series, especially in the crucial prime time hours, if viewers tune in and don't like it, they may never return, he said. With a different movie each night, they are more likely to sample periodically and see promos of other CBN shows.

Among them are promotions for the network's original fare. Its new episodes of *Rin Tin Tin K-9 Cop* averaged a 4.5 rating, carried Saturday at 7 p.m., in its first six weeks. *Crossbow*, in its second season, seen on Saturdays at 7:30 p.m., averaged a 1.4 in October. CBN will debut *Border Town*, an adventure about a town on the U.S.-Canadian border, on Saturday, Jan. 7, 1989, at 6 p.m.

Still in need of help is CBN's daytime schedule. "We want to start paying attention to daytime," said Krimsier, especially the 12:30-4 p.m. block, where the fare is primarily half-hour, older sitcoms.

Although the *700 Club*, seen live in the morning and repeated at 10 p.m., is the lowest rated of the prime time programing and remains evangelical rather than entertainment in approach, Krimsier said there are no thoughts to shift it out of prime time. ☐

Week 13 posts 40.3 combined rating, 36.4 million households

'Twas the ratings week before Christmas (ended Dec. 18) and... NBC took the prime time week with a 15.4 rating and a 25.2 share. CBS pulled into second place—for the first time this season—with a 13.1/21.4, while ABC closed out the week with an 11.8/19.4.

In the evening news race, ABC's ***World News Tonight*** won the week with an 11.0/20. NBC came in second with a 10.9/20, followed by CBS's 10.7/19.

NBC's ***Cosby Show*** pulled back into first place, posting a 25.9/42. The ***CBS Sunday Movie, A Very Brady Christmas***, claimed the number two spot with a 25.1/39. The movie ran opposite ABC's offering, a repeat of ***A Smoky Mountain Christmas*** which pulled in an 8.9/14 to rank 65th for the week. NBC's Sunday Movie, ***She Was Marked for Murder*** garnered a 14.8/24 and ranked 27th. (***Marked*** began at 9:33 p.m. and was preceded by the 30-minute ***Day By Day***, which had an 11.8/18 and ranked 47th.)

Boosted by the ratings numbers for ***60 Minutes***, 19.3/32 and ***Murder, She Wrote***, 19.9/31, CBS won Sunday night with a 22.4/35.3 over NBC's 12.2/19.3 and ABC's 8.7/13.7.

Monday went to NBC's 17.7/27.3, over ABC's 15.6/24.6 and CBS's 12.4/19.1. NBC's Monday movie, ***I'll Be Home for Christmas*** had a 17.9/28, while ABC's ***Monday Night Football*** (Cleveland vs. Miami) pulled in a 17.0/29.

Tuesday was won by ABC, which posted an 18.2/29.1 for the night. CBS's Tuesday movie, the ***Hallmark Hall of Fame*** presentation of ***The Promise*** pulled in a 10.4/17 to rank 56th for the week.

Wednesday went to NBC. The network posted a 13.9/20.1 for the night, while ABC had a 12.0/20.1 and CBS an 11.6/19.4. NBC's ***Night Court*** had a 16.7/26.

NBC took Thursday with a 22.2/35.7 over CBS's 11.9/18.7 and ABC's 7.5/12.0.

Friday night was a squeaker for ABC. The network pulled in a 12.9/22.8 for the night, just ahead of CBS's 12.8/22.4. NBC mustered up a 10.5/18.6 evening average.

Saturday went to NBC's 16.1/28.8, over ABC's 8.4/14.9 and CBS's 8.2/14.8.

In the Arbitron metered-market ratings, NBC's *Cosby Show* took first place for the week in seven of the 14 markets—New York, L.A., Miami, Washington, San Francisco, Atlanta and Denver.

	Nielsen	**Net**	
1.	25.9/42	N	Cosby Show
2.	25.1/39	C	CBS Sunday Movie
3.	24.2/39	N	Different World
4.	23.7/37	N	Cheers
5.	22.9/35	A	Roseanne
6.	21.3/33	A	Who's the Boss?
7.	20.1/35	N	Golden Girls
8.	20.0/33	N	L.A. Law
9.	19.9/31	C	Murder She Wrote
10.	19.3/32	C	60 Minutes
11.	19.3/30	N	Dear John
12.	18.8/30	N	Unsolved Mysteries
13.	18.6/28	N	ALF
14.	18.0/32	N	Empty Nest
15.	17.9/28	N	NBC Monday Movie
16.	17.5/27	A	Moonlighting
17.	17.5/27	N	Matlock
18.	17.0/29	A	Monday Night Football
19.	16.8/26	N	In the Heat of the Night
20.	16.7/28	C	Knots Landing
21.	16.7/26	N	Night Court
22.	16.1/24	N	Hogan Family
23.	15.5/23	C	Designing Women
24.	15.5/29	N	Hunter
25.	15.1/26	A	thirtysomething
26.	14.8/25	C	Dallas
27.	14.8/24	N	NBC Sunday Movie
28.	14.1/21	C	Murphy Brown
29.	14.0/24	N	Amen
30.	13.9/23	A	Hooperman
31.	13.9/25	A	20/20
32.	13.6/25	C	Wiseguy
33.	13.5/23	N	Midnight Caller
34.	13.4/24	N	227
35.	13.2/23	A	Full House
36.	13.0/20	N	Family Ties
37.	12.9/20	A	Wonder Years
38.	12.8/23	A	Perfect Strangers
39.	12.7/19	C	Kate and Allie
40.	12.6/21	C	Charlie Brown's Christmas
41.	12.3/19	C	Newhart
42.	12.2/22	A	China Beach
43.	12.1/22	N	Miami Vice
44.	12.0/21	A	Mr. Belvedere
45.	11.9/21	C	Falcon Crest
46.	11.8/21	C	Beauty and the Beast
47.	11.8/18	N	Day By Day
48.	11.7/19	A	MacGyver
49.	11.5/20	A	Just the Ten of Us
50.	11.2/18	N	Baby Boom
51.	10.8/17	C	Equalizer
52.	10.7/17	A	Dynasty
53.	10.7/19	C	Bugs Bunny Christmas
54.	10.6/18	N	Chipmunk Christmas
55.	10.5/18	C	Night Before Christmas
56.	10.4/17	C	CBS Tuesday Movie
57.	10.3/17	A	Free to Be a Family
58.	10.0/16	C	Almost Grown
59.	10.0/18	N	Season to Be Smurfy
60.	9.9/15	C	Paradise
61.	9.4/17	A	ABC Saturday Movie
62.	9.2/14	F	America's Most Wanted
63.	9.2/16	N	Sonny Spoon
64.	9.0/14	C	48 Hours
65.	8.9/14	A	ABC Sunday Movie
66.	8.9/16	N	Tattinger's
67.	8.8/14	N	Magical World of Disney
68.	8.7/13	A	Mission: Impossible
69.	8.6/13	F	Married...With Children
70.	8.2/14	A	Moscow Circus
71.	7.9/13	C	Annie McGuire
72.	7.5/13	F	21 Jump Street
73.	7.2/14	C	West 57th
74.	6.8/12	C	Simon and Simon
75.	6.6/10	C	TV 101
76.	6.5/11	A	Murphy's Law
77.	6.4/10	A	Knightwatch
78.	5.5/9	A	Burning Questions
79.	4.8/7	F	Garry Shandling Show
80.	4.2/6	F	Tracey Ullman Show

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Vol. 116 No. 1

TV world in 1995... Forecasters say most TV industry participants will be making money in 1995, although they disagree on amount of revenue generated by basic cable subscriber fees and barter syndication. **PAGE 39.**

New year's forecasts... Among trends predicted for 1989: continuing consolidation among production companies; cable networks aggressively pursuing mainstream product from Hollywood, and move away from "yuppie" sitcoms. **PAGE 40.**

INTV and future of 'free TV'... From business standpoint, independent television appears to have attained greater economic stability in 1988, but as INTV President Preston Padden (right) says in this pre-convention interview, industry still faces uphill climb in Washington and stiff competition for piece of advertising pie now shared by cable and broadcast networks. **PAGE 51.**

41/SAY YOU WANT A REVOLUTION

Fox Broadcasting's new music and youth lifestyle series, *Revolution*, is expected to get go-ahead at Fox affiliates meeting in Los Angeles this week.

42/101st Congress

Broadcasters prepare for busy season as new Congress officially convenes. Reports on and off Capitol Hill say lawmakers are expected to pass fairness doctrine bill and children's TV measure during first 100 days of new session.

43/TOP DOLLAR

BROADCASTING lists salaries of Fifth Estate association presidents.

44/CABLE OPTIONS

Increasingly, cable operators are looking to break out more costly basic services by creating "mini-mini pay services."

45/PPV OLYMPICS

Among issues raised by cable operators regarding partial coverage of 1992 Olympics by cable are level of homes able to receive pay per view and quality of events for cable.

58/SHOW TIME

Broadcasters and syndicators predict sluggish to moderate buying activity at INTV show in Los Angeles.

'Muppet Babies' is among shows on display at INTV

46/IF THE SHOE FITS

According to IDB President Jeffrey Sudikoff, IDB's acquisition of Hughes Television Network is "the Cinderella fit of the industry," one that is expected to more than double IDB's 1988 sales in 1989.

66/SPOT SHARED

Media specialists at advertising agencies are optimistic about share of spot TV dollars going to independent stations.

84/STOCKING THE CABINET

President-elect George Bush chooses former Secretary of Transportation Elizabeth Dole over FCC Commissioner Patricia Diaz Dennis for Secretary of Labor.

100/SMN SALE

For some followers of Dallas-based Satellite Music Network, Capital Cities/ABC's offer to buy all outstanding SMN stock is no surprise.

86/LOOKING FOR MORE

LIN Broadcasting's largest owner, Kirkland, Wash.-based McCaw Cellular Communications, wants to increase its 10% ownership interest of LIN to 15%.

127/READY FOR CHANGE

Brideshead Revisited and *Jewel in the Crown* are among string of successes overseen by Britain's David Plowright, chairman of Granada Television—traditionalist preparing for more commercial world market.

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committee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June 1988.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at July 20, 1988, meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC Commissioner Patricia Diaz Dennis dissented from action.

FCC move follows National Telecommunications and Information Administration report on cable television regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barriers to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early next year. Comments were due Dec. 12, 1988, on FCC proposal to assign pairs of DBS slots—one east, one west—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to comments filed by Dec. 12, 1988, were due last Friday, Dec. 30, 1988.

GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8, 1988, FCC decision to deny request to modify K-3 power from 45 to 60 watts. Power boost was considered necessary to reach mass-marketable three-foot receiving dishes. GE-HBO venture, Crimson Satellite Associates, still hopes to bring cable programers to Ku-band delivery via already built K-3, scheduled for launch in January 1990.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval early this year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

FCC extension granted last month gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

Defense Department has announced that it will provide funding to organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. While Pentagon expects to use technology in defense applications, main goal is to insure that U.S. secures strong share of semiconductor and HDTV equipment industries.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125/60 HDTV production standard. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit.

al conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 12-14—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, Newsday. Marriott hotel, Washington.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 27-29—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

"Datebook" continues on page 107

Open Mike

Casting a vote

EDITOR: BROADCASTING's Dec. 19, 1988, editorial "Vive la difference," decries the continuing conflict between Congress and FCC on the fairness doctrine. The editorial points to the temporary FCC victory pending a Supreme Court ruling on the issue. Even then, it posits, the conflict may not be over "if Congress continues to put its interests ahead of the country's." This presupposes that the interests of the country and the Congress differ. Apparently neglected is the fact that the Congress consists of the elected representatives of the people. If these elected representatives fail to reflect the country's interests, the election process provides the means to cure that failure. Only then will Congress be able to effectively discharge its oversight responsibility of the FCC whether on the fairness doctrine or any other area within FCC's jurisdiction. Only then will oversight, involving appropriate legislation when necessary, make the public interest standard mandated by the Communications Act truly meaningful.—*Reuben Lozner, Chevy Chase, Md.*

Position paper

EDITOR: By stating [in response to FCC proposals] that we recognize there is substantial support for the NRSC-I standard, we did not intend to suggest Bonneville's position had changed. We continue to believe that a 10 khz limit forever locks AM broadcasters into inferiority as compared to FM.

If, however, the FCC is going to implement the standard, there are ways it can be done to give stations flexibility to minimize the damage and economic impact to AM. We still favor less pre-emphasis, wider bandwidth radios and, if limits are to be tightened, that they be mandated only at night.—*William D. Loveless, vice president, engineering, Bonneville International Corp., Salt Lake City.*

American way

EDITOR: I vigorously take issue with Dave Lyman's letter ("Open Mike," Dec. 12, 1988) praising the Canadian Radio-Television and Telecommunication Commission for restraining the kinds of mass appeal formats permitted on FM radio in order to preserve the viability of AM radio in Canada.

In another time and place Lyman might well have argued that Gutenberg should be prohibited from printing Bibles in order to preserve the interests of the parchment scrivening industry.

Protecting an older technology from a newer one by government fiat never works in the long run because even newer technologies are bound to emerge, and that which government gives is often subsequently taken away. The best protection for an older technology is the crucible of learning to live with and grow with an unfettered newer technology, which is exactly what American radio broadcasters are doing.

AM radio is a medium with instantaneous and almost universal reach. It is our welcome task as broadcasters to find useful and creative ways to employ that reach to both serve the public and profit from that service. As someone involved with the operation of seven AM stations as well as seven FM's, I would much rather deal with reality, however harsh, than depend on government to forever tilt the playing field in my favor.

Lyman should save his praise and make his plans for the inevitable day when the Canadian people find out what they're missing and demand an end to government protection of AM broadcasters' private interests at the expense of freedom of expression.—*Julian H. Breen, vice president, radio programing, Greater Media Inc., East Brunswick, N.J.*

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thermore, the congressman has not encountered a high level of interest among the BOC's in cable.

"It is my belief that their [the BOC's] primary concern is to be relieved of the MFJ and get into information services—that does not mean cable." Still, he agrees that there will be more activity on the issue but that it will move on a separate track from the MFJ debate.

The Senate Commerce Committee is expected to hold its own oversight hearings on developments within the cable industry since passage of the Cable Communications Policy Act of 1984. Input on that subject may come from the National League of Cities, which has approved a new communications policy that calls for a major overhaul of the act. And the NLC is backing the U.S. Telephone Association's drive to eliminate the cable-telco crossownership provisions in the Cable Act.

If Senator Howard Metzenbaum (D-Ohio) keeps his promise, his Antitrust Subcommittee will pick up where it left off last year in investigating allegations of anticompetitive behavior by cable. The National Association of Attorneys General is also undertaking an antitrust investigation, which continues this year.

And Senator Al Gore (D-Tenn.), who failed to win passage of his controversial home satellite bill, has vowed to revive it early in the 101st Congress. Gore and Metzenbaum have both expressed concern that the cable industry is stifling competing technologies such as TVRO and wireless cable (MMDS) by impeding their access to cable programing.

Just how much energy Gore will devote to his satellite bill, which would have required cable programers to allow any qualified third party to distribute its service to backyard dish (TVRO) owners on a nondiscriminatory basis, is difficult to predict. The senator is assuming the chairmanship of Commerce's Science, Technology and Space Subcommittee, which is a demanding assignment. Nevertheless, Gore will not fade from the telecommunications scene. An aide said he was interested in convening joint hearings with the Communications Subcommittee on HDTV.

The siphoning of sports programing from free, over-the-air television to cable is a potential political hot potato. Representative Charles Schumer (D-N.Y.) plans to reintroduce legislation that would mandate that half of the Yankee games be carried over the air until 75% of the city is wired, according to an aide.

Although the lawmakers returned to Washington, their stay was brief and they will not get down to any real business until after the inauguration on Jan. 20.

As for the composition of the new Congress, it is basically the status quo. Both chambers are still under Democratic control, with policymakers determined to revive the public trustee concept of broadcast regulation. They have a strong distrust of the present FCC, which means the agency will continue to come under tough scrutiny (BROADCASTING, Dec. 26, 1988). Lawmakers must approve an FCC authorization bill for fiscal 1990-91.

There is a change of leadership in the House Judiciary Committee. Jack Brooks, a Democrat from Texas, succeeded Peter Rodino (D-N.J.), who retired. Brooks is no stranger to the Fifth Estate. He served several terms on the Copyright Subcommittee and is familiar with the competitive forces of the cable, broadcast and motion picture industries.

Sources say he has a long-standing close relationship with Motion Picture Association of America President Jack Valenti. He has a reputation as a "very smart and tough player," and is expected to be a "vigorous and active" chairman. As chairman of the House Government Operation Committee, Brooks built the committee into a "real power base," says one Washington lobbyist.

His nickname is "Cactus Jack," because of his "prickly personality," according to Hill insiders. "Brooks is not going to be pushed around by Dingell," says one source, who recalls the jurisdictional tussle that developed last year between Judiciary and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) over the superstation copyright bill. Dingell felt the measure intruded upon his committee's turf by dealing with policy that affects the Communications Act.

Still calling the shots in the Senate are Democrats Ernest Hollings of South Carolina and Daniel Inouye of Hawaii, chairmen of the Commerce Committee and its Communications Subcommittee, respectively. Hollings also is retaining his chairmanship of the appropriations subcommittee with jurisdiction over the FCC.

Commerce does have a new lineup with the appointment of five freshmen senators to the committee. On the Democratic side, Chuck Robb of Virginia and Richard Bryan of Nevada take seats held by Donald Riegle Jr. (D-Mich.) and Brock Adams (D-Wash.) (BROADCASTING, Dec. 5, 1988). Republicans Conrad Burns (Montana), Slade Gorton (Washington) and Trent Lott (Mississippi) will replace California's Pete Wilson, Kansas's Nancy Kassebaum and Paul Trible of Virginia. (Trible retired, while the others took new assignments [BROADCASTING, Dec. 26, 1988].)

The Communications Subcommittee under Inouye is not likely to experience much change except for Wilson's open seat.

In the House, Dingell and Ed Markey, chairman of the House Telecommunications Subcommittee, are still in the picture. The lineup on Commerce and the subcommittee will unfold in late January. There is some speculation that the ratio of Democrats to Republicans on Commerce could change and alter the makeup of the subcommittee, resulting in fewer members. Still, there are those who are skeptical and believe the subcommittee's size will not diminish.

Currently there are two vacancies created

Annual compensation of trade association presidents

Jack Valenti
Motion Picture Assn. of America
$633,386

James P. Mooney
National Cable Television Assn.
$558,813[1]

Eddie Fritts
National Assn. of Broadcasters
$200,000

John Sodolski
United States Telephone Assn.
$162,000

Preston Padden
Assn. of Ind. TV Stations
$160,000

Steve Effros
Community Antenna TV Assn.
$160,000-$200,000[2]

Salary figures are gathered from associations' latest 990 forms filed with Internal Revenue Service, which detail total revenues and expenses of nonprofit organizations and include salaries of officers.

[1] NCTA officials described Mooney payment plan as "complex multi-year" contract that involves salary deferments.

[2] CATA's 990 form was not available for inspection. Effros provided his approximate salary when contacted last week.

In Brief

Late breaking syndication news last week... Fries Entertainment is offering new high-tech, action game show, adapted from British concept, called *Interceptor*, that is played outdoors, for fall 1989. Barter program will have special hour pilot in spring (show itself will be half hour) that Fries said has commitments to air from three station groups—Cox, Tribune and Scripps Howard ■ **LBS** reportedly has deal with Mattel Toys to produce and distribute for fall 1990 new version of *He-Man and The Masters of the Universe*, which in 1982 helped create so-called "high-tech" animation trend. Group W and Filmation produced earlier version, but have no involvement in remake. LBS would not confirm report, but did announce availability of seven new prime time syndication specials, for monthly barter windows starting in February ■ **Group W Productions** said last week it was making its first-season weekly animated *Teenage Mutant Ninja Turtles* into strip for next fall. Program was fifth ranked among all children's animated shows in November ■ **Blair Entertainment** said it was renewing *Divorce Court* for sixth season next fall ■ **MCA TV Enterprises** has cleared new first-run *Lassie* in over 50% of country and said that proposed new children's game show, *Pictionary*, is now in about 30 markets, covering about 47% of country.

□

Among what promises to be one of **livelier sessions at upcoming NATPE** convention later this month will be one entitled **"Barter is No Bargain—And Other Survey Results,"** co-sponsored by Broadcast Financial Management Association. Among results of NATPE-BFM survey to be presented at session is that only 22% of those responding believe profits for their station have increased through barter deals. In same survey, 81% of affiliate general managers responding indicated they expect to preempt network programing more often in 1989, despite increased pressure from networks not to.

□

Disney Channel has elected not to renew NBC-produced sitcom, *Good Morning Miss Bliss*, beyond initial 13-episode commitment. However, it is "99% certain," NBC official said last week, show will go back into production this month, with network looking to place show in its Saturday morning schedule. New episodes would not feature actress Hayley Mills, however, who is under contract to Disney. NBC's Peter Engle will continue as executive producer.

□

SportsChannel America is expanding its *Sports Nightly* late night news program to two hours, allowing affiliates to tap into program at intervals during 10 p.m.-midnight time period. Expansion provides greater flexibility for affiliates to join it in progress since games they are carrying end at different times. Affiliates can join sports interview and wrap-up program at 8, 15, 23, 30, 38, 45 and 53 minutes past hour.

□

Headline News will unveil personal finance segment and stock market crawl on Tuesday, Jan. 3. Financial segment will be carried at 15 minutes past each half hour. Two-minute sports segment will appear at 21 minutes and lifestyle segment at 24 minutes past each hour. Stock market crawl will run from 9:30 a.m. to 5 p.m. ET.

□

Sale of 311,000-subscriber **Wometco Cable systems from Robert M. Bass Group to Cablevision Industries has been completed.** Deal, valued at more than $725 million, brings privately held Cablevision Industries subscriber total to approximately 930,000.

□

CBS has OK'd **unusual *Beauty and the Beast*** episode, to air this Friday (Jan. 6), that will feature nine minutes of silence. Entitled *Sticks & Stones*, episode will focus on exploits of inner city deaf gang. Conversations conducted in sign language throughout program will be accompanied by percussive soundtrack and subtitled for hearing audience.

□

Name of **Bruce Gelb,** vice chairman of Bristol-Myers Co., has been cropping up in published reports as incoming Bush administration's choice to head U.S. Information Agency. Some reports even say announcement has been made. Not true, says transition team press office. There has been no such announce-

'Roseanne' takes first place in week 14

ABC's comedy *Roseanne* took top honors for the prime time week ended Dec. 25, posting a 21.7 rating and a 34 share—edging out NBC's *Cosby Show*, which ranked second with a 21.3/36. The week went to NBC when that network closed out the week with a 13.7/25, over ABC's 11.7/22 and CBS's 10.9/20.

In the evening news race, CBS won the week with an 11.0/21. ABC came in second with a 10.8/20, while NBC followed with a 10.6/20.

ABC won the first three nights of the week and NBC took Thursday through Saturday. CBS won Sunday, Christmas day.

The combined network rating for Christmas week was a 36.3, representing 32.8 million households delivered.

	Nielsen	Net	Show
1.	21.7/34	A	Roseanne
2.	21.3/36	N	Cosby Show
3.	20.3/34	N	Cheers
4.	20.1/33	A	Who's the Boss?
5.	18.9/33	A	Monday Night Football
6.	18.6/31	N	Different World
7.	17.4/30	N	L.A. Law
8.	17.3/28	N	Matlock
9.	17.2/28	N	Night Court
10.	17.0/27	N	In the Heat of the Night
11.	16.8/28	N	Dear John
12.	16.7/26	N	Bob Hope-Jolly Christmas
13.	16.0/25	A	Moonlighting
[illegible]	15.6/26	A	Growing Pains
15.	15.4/26	N	Unsolved Mysteries
16.	15.2/36	N	Golden Girls
17.	15.1/23	C	Designing Women
18.	15.0/23	C	Murphy Brown
19.	14.4/24	A	Head of the Class
20.	14.4/22	C	Kate and Allie
21	14.4/33	N	Empty Nest
22.	14.3/24	A	Hooperman
23.	14.1/26	C	Garfield's Christmas
24.	13.9/31	N	Hunter
25.	13.9/24	N	Midnight Caller
26.	13.8/24	A	thirtysomething
27.	13.5/24	A	China Beach
28.	13.5/23	C	CBS Thursday Movie
29.	13.5/34	C	60 Minutes
30.	13.5/21	N	NBC Monday Movie
31.	13.3/22	A	Wonder Years
32.	13.2/21	C	Newhart
33.	13.2/23	C	Wiseguy
34.	13.0/23	A	Full House
35.	12.9/22	C	Candid Camera Xmas
36.	12.8/21	C	John Denver Christmas in Aspen
37.	12.7/31	N	Amen
38.	12.7/23	N	NBC Friday Movie
39.	12.6/22	C	Claymation Xmas Carol
40.	12.6/21	N	Baby Boom
41.	12.5/23	A	Mr. Belvedere
42.	12.3/28	C	Murder, She Wrote
43.	11.9/22	A	Growing Pains Special
44.	11.5/29	N	227
45.	11.2/20	N	Christmas in Washington
46.	11.1/24	A	ABC Sunday Movie
47.	11.0/20	N	Boston Pops Christmas
48.	10.9/20	C	CBS Friday Movie
49.	10.8/20	A	Perfect Strangers
50.	10.6/20	A	20/20
51.	10.6/18	C	CBS Tuesday Movie
52.	10.5/17	C	Equalizer
53.	10.3/17	A	Dynasty
54.	10.3/22	C	CBS Sunday Movie
55.	10.3/17	C	Pee Wee's Playhouse Christmas
56.	10.2/22	N	Super Bloopers Special
57.	10.0/16	A	Brian Boitano: Canvas
58.	9.0/20	N	NBC Sunday Movie
59.	8.1/19	A	ABC Saturday Movie
60.	7.6/21	A	Aloha Bowl
61.	7.3/12	A	Special Olympic Christmas
62.	6.8/12	A	ABC News Special
63.	6.4/15	A	Misstion: Impossible
64.	6.4/16	N	Magical World of Disney
65.	5.5/13	C	CBS Saturday Movie
66.	5.5/9	C	TV 101
67.	5.3/13	A	Alice in Wonderland
68.	5.3/13	C	Life-Adventures of Santa Claus
69.	5.1/12	F	Married..With Children Special
70.	4.7/12	A	Incredible Sunday
71.	3.9/8	F	Garry Shandling Show
72.	3.6/9	F	21 Jump Street
73.	3.5/7	F	Tracey Ullman Show
74.	2.6/5	F	Duet
75.	2.0/5	F	Rock and Roll Christmas Special
76.	1.9/4	F	Beyond Tomorrow

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58th Year 1989

ESPN wins baseball

Vol. 116 No. 2

Broadcasting ▱ Jan 9

Cable at the bat...

ESPN snags major baseball cable deal in four-year, $400 million

contract. Network will carry 175 games, four nights per week. **PAGE 43**.

The I's have it...

Association of Independent Television Stations President Preston Padden tells 16th annual gathering of INTV executives at Century Plaza hotel in Los Angeles that industry is well on road to recovery. "We've got the audience," he says, "now we need to turn it into money." Conference highlights begin on **PAGE 46**.

Piece of the action...

While neither company suggests that its new late night show will dethrone Johnny Carson, CBS's *The Pat Sajak Show* and Paramount's *The Arsenio Hall Show* hope to carve their own respective niches. **PAGE 52.**

Sajak

Hall

44/RETURN OF 'FAIRNESS'

Representative John Dingell (D-Mich.) introduces fairness doctrine bill virtually identical to that vetoed by President Reagan in 1987.

45/CONTEMPORARY RADIO HITS

According to just-released 1988 fall Arbitron ratings, radio stations with contemporary hit formats again rank high in nation's top five markets.

54/NEW BEGINNING

Genesis Entertainment readies weekly Saturday late night talk/variety show starring Byron Allen for syndication in fall 1989.

54/BACK ON THE AIR

Thanks primarily to unidentified backer and to Video Program Network, televangelists Jim and Tammy Bakker go back on air for first time in almost two years.

56/NEWS NEWS

Center for Media and Public Affairs' annual survey of three major TV networks' newscasts during 1988 turns up 2,201 stories on presidential election, with Democrats Lloyd Bentsen and Rev. Jesse Jackson receiving best press.

60/BEEN THERE

Line between managing radio and TV properties appears grey these days, with at least four group owners putting radio executives in charge of all broadcast properties and some in TV looking to radio for map through difficult times.

63/IMPROVEMENTS

FCC receives more support for its efforts to improve AM radio transmission.

64/ON BEST BEHAVIOR

Nation's largest MSO, TCI, works to create positive corporate image by courting city cable regulators and improving relations with broadcasters and programers.

68/PARTY BUYOUT

In controversial 2-1 vote, FCC approves $1 million settlement in which Marco, Fla., FM is to go to outside party not among original eight applicants.

70/SWIFT MOVE

Representative Al Swift (D-Wash.) reintroduces bill calling for uniform poll closing throughout continental U.S.

72/MTV BIRD

Just-launched Luxembourg satellite, Astra, adds MTV Europe to its programing lineup.

95/RADIO REPRESENTATIVE

In competitive radio rep business, where double-digit advertising growth is thing of past, Eastman Radio's Carl Butrum runs lean operation with emphasis on product development, sales and service.

DEPARTMENTS

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Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ GE Americom and HBO (Crimson Satellite Associates) last week filed petitions to reconsider Nov. 8, 1988, FCC decision to deny request to modify their medium-power direct-to-home TV (DBS) satellite, Satcom K-3, power from 45 to 60 watts. Denial of power boost which has been considered necessary to reach mass-marketable three-foot receiving dishes, could be death blow to Crimson plans to start first Ku-band DBS service in U.S. and/or to bring cable programers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early this year. FCC has proposed assigning pairs of DBS slots—one east, one west—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to comments filed by Dec. 12, 1988, were due Dec. 30, 1988.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval early this year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

BY THE NUMBERS

Summary of broadcasting and cable

SERVICE	ON AIR	CP's ¹	TOTAL *
BROADCASTING			
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit.

High-Definition TV

Defense Department has announced that it will provide funding to organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. While Pentagon expects to use technology in defense applications, main goal is to insure that U.S. secures strong share of semiconductor and HDTV equipment industries.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125/60 HDTV production standard. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are due March 1, 1989.

Deadline for "action memos" to Telecommunications Subcommittee has been postponed from Jan. 4, 1989, to Feb. 1. Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit reports recommending policies that would encourage U.S. activity in HDTV manufacturing. FCC's HDTV advisory task force and NTIA also were asked to prepare reports on subject.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18, 1988, in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure.

Momentum behind S.889 was believed to have weakened because of announcement ference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 14/11-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Jose L. Alegrett, former deputy director general of International Telecommunications Satellite Organization, was sentenced last December to 16 months to four years in prison for his part in kickback scheme that defrauded global organization of $4.8 million. Judge Gerhard A. Gesell, in imposing sentence, said Alegrett would be credited with five months he served since his arrest in Aruba last summer. He also said he would recommend Alegrett be paroled after 11 months in view of help he has given U.S. government in its continuing investigation of kickback and other schemes. Alegrett in September had pleaded guilty to interstate transportation of money obtained by fraud, same charge to which Richard Colino, former director general of Intelsat, had pleaded guilty in connection with kickback scheme in July 1987. He is serving six-year term in minimum security prison in Virginia.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

Mergers and Acquisitions

■ Sale of Metropolitan Broadcasting to Robert F.X. Sillerman was closed on Dec. 19. In related transaction, Metropolitan's president and chief executive officer, Carl Brazell Jr., formed new company, Command Communications, which purchased KJOI(FM) Los Angeles, KHOW(AM)-KSYY(FM) Denver, KRLD(AM) Dallas, and Texas State Networks for $145 million. Sillerman will hold non-voting equity interest in Command, while Brazell will hold all voting stock. Legacy Broadcasting, of which Sillerman is shareholder, acquired 49% of Metropolitan and will operate Metropolitan stations WNEW-FM New York, WMMR(FM) Philadelphia and KTWV(FM) Los Angeles. Westwood One, expected to acquire half interest in Metropolitan's WNEW-AM, will operate that station.

MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either $35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. UCT and UACI await SEC approval of new securities, not expected until 1989. Merger is also subject to shareholder approvals.

Lorimar Telepictures stockholders approved company's acquisition by Warner Communications Inc. at shareholder meeting Dec. 8. Under terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Original definitive agreement for merger had set ratio of about 2.4 Lorimar shares per Warner share, but was revised Oct. 21. New agreement also provides for "substantial" interim financing of Lorimar's operations by Warner. Transaction has been delayed by Sept. 27 New York state court ruling, upheld by appeals court, Dec. 8. Court ruled that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. On Dec. 29, Lorimar announced closing of sale of two of three stations it still held; company sold beneficial interest in trust holding two Puerto Rico stations to Orlando broadcaster Timothy Brumlik, for price between $20 and $30 million. Warner and Lorimar are hoping to complete transaction by end of January. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programing at what operators feel are equitable rates. Wireless pioneers charge that programers' recalcitrance is due to pressure from conventional operators, the programers' principal customers and, in some cases, their owners. Programers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

To keep cable programing flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

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luncheon. Speaker: Michael Alexander, executive vice president, MCA Broadcasting. Copacabana, New York. Information: (212) 765-2450.

Feb. 15—Deadline for entries in 17th annual Clarion Awards "recognizing excellence and outstanding achievement in 57 areas of journalism and communications," sponsored by *Women in Communications*. Information: (703) 528-4200.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

■ **Feb. 16**—*National Academy of Television Arts and Sciences* presentation of Trustees Award to Peggy Charren, founder and president of Action for Children's Television. Marriott Marquis hotel, New York. Information: (212) 586-8424.

Feb. 16-19—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

Feb. 20—Deadline for entries in Charles E. Scripps Award recognizing "outstanding efforts in the battle against illiteracy," sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Feb. 22—*National Press Foundation* awards dinner featuring presentation of Sol Taishoff Award for excellence in broadcast journalism to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

Feb. 22—*Illinois Broadcasters Association* college seminar. Normal, Ill.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

Feb. 23—"The Future of Network News and the Changing Relationship Between Network and Local News," meeting of *Society of Professional Journalists*. Panelists: Barbara Matuso, author, The Evening Stars: "The Making of the Network News Anchor"; George Watson, Washington bureau chief, ABC News; Bob Richbloom, news director, WJLA-TV Washington, and Bret Marcus, news director, WRC-TV Washington. NBC, 4001 Massachusetts Avenue, Washington.

Feb. 27-28—*Illinois Broadcasters Association* congressional visit. Washington.

March

March 1—Deadline for receipt of applications for Harvard Journalism Fellowship for Advanced Studies in Public Health. Information: Margaret Gerteis, deputy director, Center for Health Communication, Harvard School of Public Health, 677 Huntington Avenue, Boston, 02115.

■ **March 1-2**—"What's Ahead for the 1990's?" public affairs seminar sponsored by *Women in Communications*. Key Bridge Marriott, Arlington, Va. Information: (703) 528-4200.

March 1-3—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

March 1-4—20th annual Country Radio Seminar sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

■ **March 2**—*International Radio and Television Society* annual presentation of Gold Medal Award, this year to five recipients, in honor of 50th anniversary of IRTS. For news, Walter Cronkite; radio, Paul Harvey; TV, Bob Hope; advertising, Edward Ney, and cable, Ted Turner. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 3-4—Eighth convention of *Northern California chapter of Radio Television News Directors Association*. Concord Hilton, Concord, Calif. Information: (415) 451-8760.

March 5-6—*Cable Television Public Affairs Association* Cable Forum '89. Vista International hotel, Washington. Information: (202) 635-8844.

Errata

Box in Jan. 2 issue on **salaries of association presidents incorrectly reported that Community Antenna Television Association's 990 IRS form was unavailable for inspection.** Form is on file at CATA headquarters, but salary of association's president, Steve Effros, does not appear on it.

March 7-10—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

March 12-14—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association*. Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—*National Association of Broadcasters* group head fly-in, where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry. DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 16—45th annual dinner of *Radio & Television Correspondents Association*. Grand Hyatt hotel, Washington. Information: (202) 828-7016.

March 21—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

March 22—Radio station acquisition seminar sponsored by *National Association of Broadcasters*. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

March 29-30—*Illinois Broadcasters Association* spring convention. Ramada, Springfield, Va.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April

April 3-5—*Central Educational Network* annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting, jointly sponsored by ***Public Broadcasting Service*** and ***National Association of Public Television Stations***. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 12-14—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, Newsday. Marriott hotel, Washington.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 27-29—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

■ **April 28-29**—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton. (212) 586-2000.

May 11—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago, 60605. (312) 427-5446.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncontrolled Senate and House.

Dingell, in a statement announcing the introduction of the fairness doctrine bill, not only made clear his belief that Congress is duty bound to "guarantee that conflicting points of view be heard, thereby enhancing the public's right to be informed." He also excoriated the commission. He said that in repealing the doctrine, the commission "overextended its mandate...by presuming to create policy in defiance of clearly expressed congressional intent," adding, "This inexcusable disregard for congressional intent makes it incumbent upon the Congress to ensure that broadcasters provide balanced coverage of controversial issues." That, he said, does not impose "an onerous" burden on broadcasters.

Dingell, in a reference to the appeals court's holding that the doctrine had not been incorporated into the law, said his bill "unambiguously makes the doctrine a part of the Communications Act of 1934." He also said it is "necessary only to restore the status quo which existed before an out-of-control regulatory agency arrogated to itself the right to make broadcasting policy."

And he contended that, contrary to the view of fairness doctrine critics, the "scarcity" argument long used to justify the doctrine remains a fact of life. He noted that the Supreme Court, in upholding the constitutionality of the doctrine in 1969, said that as long as there were substantially more people who wanted to broadcast than there were frequencies to allocate, the doctrine advanced First Amendment values."The fundamental scarcity" which led the court to that conclusion, Dingell said,"has not been remedied." To support that assertion, he said that the number of comparative renewal applications pending at the commission is at an all-time high—there are eight cases in hearing, 12 counting the remaining RKO General proceedings on their way to settlement—and that the prices of broadcast properties—which greatly exceed the value of the assets involved—have soared astronomically."

Dingell also recalled the broad spectrum of support the fairness doctrine bill attracted in the last Congress—General Motors and the United Auto Workers, Mobil Oil and the AFL-CIO, Phyllis Schlafly and Ralph Nader. They were among a long list of witnesses testifying in favor of the bill.

The congressional "findings" listed in the bill reflect the arguments Dingell made in his statement. One is that "there is a substantial governmental interest in conditioning the award or renewal of a broadcast license on the requirement that the licensee assure the widest possible dissemination of information from diverse and antagonistic sources by presenting a reasonable opportunity for the discussion of conflicting views on issues of public importance." Another is that the doctrine "(A) fairly reflects the statutory obligation of broadcasters under the Act to operate in the public interest, (B) was given statutory approval by Congress in making certain amendments to that Act in 1959, and (C) strikes a reasonable balance among the First Amendment rights of the public, broadcast licensees, and speakers other than the owners of broadcast facilities." ☐

Contemporary hit a hit

Radio stations with contemporary hit formats once again ranked high in the country's top five markets, according to the just-released fall 1988 Arbitron ratings, with the wide spectrum of adult contemporary formats also continuing to make a strong showing. In New York, where three contemporary hit stations placed in the top 10, contemporary hit WHTZ(FM) New York maintained its number-one spot. Contemporary hit WWPR(FM) New York, entering a period of transition with the reinstitution of call letters WPLJ(FM) and a new program director in place, dropped several notches from the third-place position it had held in both the fall 1987 and summer 1988 surveys. Contemporary hit WQHT(FM), which switched frequencies last September, increased its share over the same period last year from 3.7 to 4.0, but dropped from a fourth-place position in the summer 1988 survey to its current seventh-place position.

The contemporary hit battle in Los Angeles saw KPWR(FM) once again the victor in that market, with a 7.2 share, while KIIS-FM (which has lost its added simulcast points) settled into the number-two spot with a 5.8 share. New adult contemporary KTWV-FM jumped onto the top 10 list with a 3.3 share, up from a 3.0 in the summer 1988 book.

Chicago saw MOR/talk WGN(AM) maintain its lead in the market; in the contemporary hit race, WYTZ(FM) topped WBBM-FM for the second straight quarter. Country WUSN(FM) climbed into the Windy City's top 10 with a 3.0 share, up from 2.4 during summer 1988.

In San Francisco, news/talk KGO(AM) remained the number-one station. Making significant gains were classical combinations KKHI-AM-FM and KDFC-AM-FM, which both moved into the top 10 from respective 1.7 and 2.0 summer 1988 shares. Also moving on to San Francisco's top-10 list was contemporary hit KITS(FM) with a 3.0 share, up from its 2.4 summer 1988 rating.

The big news in Philadelphia was the rise of contemporary hit WEGX(FM) to the number-one spot, with a 7.9 share, up from its 6.7 summer 1988 number. Since the last quarter, the market found room for adult contemporary WMGK(FM) on the top-10 list with a 4.7 share, but country WXTU(FM) with its 4.1 was knocked off the list.

Arbitron said its new seven-day radio diary, introduced during the fall 1988 survey, showed increases in midday listening and "away from home/other place listening" reported by respondents. All results are based on the Arbitron fall 1988 radio local market report for the period Sept. 22-Dec. 14 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Station	*Format*	*Fall 87*	*Fall 88*
New York			
WHTZ(FM)	cntmp. hit	6.0	5.6
WPAT-AM-FM	easy listening	6.0	4.9
WLTW(FM)	soft cntmp	4.7	4.7
WOR(AM)	talk	4.5	4.7
WINS(AM)	news	5.0	4.4
WCBS-FM	oldies	3.6	4.3
WRKS(FM)	urban cntmp	4.6	4.2
WQHT(FM)	cntmp. hit	3.7	4.0
WBLS(FM)	urban cntmp	4.1	3.6
WCBS-AM	news	3.2	3.6
WWPR(FM)	cntmp. hit	4.7	3.6
WXRK(FM)	classic rock	2.8	3.4
WABC(AM)	talk	2.4	3.3
Los Angeles			
KPWR(FM)	cntmp. hit	7.5	7.2
KIIS-FM	cntmp. hit	6.9	5.8
KOST(FM)	soft cntmp	4.5	5.4
KABC(AM)	talk	5.5	5.3
KJOI(FM)	easy listening	4.3	4.6
KLOS(FM)	AOR	3.8	3.6
KNX(AM)	news	3.2	3.5
KBIG(FM)	soft cntmp	4.0	3.3
KTWV-FM	new AC	2.3	3.3
KROQ-FM	AOR	3.7	3.2
KRTH-FM	adult cntmp	3.7	3.2
KFWB(AM)	news	4.2	3.1
Chicago			
WGN(AM)	MOR/talk	8.0	8.6
WGCI-FM	urban cntmp	8.0	6.7
WXEZ-AM-FM	easy listening	6.1	6.1
WBBM(AM)	news	[illegible]	6.0
WCKG(FM)	classic rock	3.4	4.3
WLUP-FM	adult rock	4.5	4.3
WJMK(FM)	oldies	2.7	4.2
WVAZ(FM)*	urban cntmp.	4.5	4.2
WKQX(FM)	adult cntmp.	2.5	4.1
WYTZ(FM)	cntmp. hit	3.9	4.0
WBBM-FM	cntmp. hit	3.9	3.2
WLAK(FM)	soft cntmp	3.7	3.2
WCLR-FM	adult cntmp.	3.0	3.0
WUSN(FM)	country	2.6	3.0
*Formerly WBMX			
San Francisco			
KGO(AM)	news/talk	8.0	8.3
KMEL(FM)	cntmp. hit	4.9	5.6
KCBS(AM)	news/talk	5.4	5.0
KABL-AM-FM	easy listening	4.8	4.7
KOIT-AM-FM	soft cntmp.	3.8	4.2
KIOI(FM)	adult cntmp.	2.7	3.9
KFRC(AM)	classic MOR	3.3	3.4
KITS(FM)	cntmp. hit	3.0	3.0
KKHI-AM-FM	classical	1.3	3.0
KBLX-AM-FM	new adult cntmp	2.9	2.9
KDFC-AM-FM	classical	1.9	2.9
KRQR(FM)	AOR	1.7	2.9
KSOL(FM)	urban cntmp.	4.7	2.8
Philadelphia			
WEGX(FM)	cntmp. hit	4.8	7.9
WMMR(FM)	AOR	8.1	7.7
WUSL(FM)	urban cntmp.	7.8	7.5
KYW(AM)	news	8.0	6.5
WEAZ(FM)	easy listening	7.4	5.7
WPEN(AM)	nostalgia	4.6	5.1
WYSP(FM)	classic rock	4.6	4.9
WKSZ(FM)	soft cntmp	5.8	4.8
WMGK(FM)	adult cntmp	4.7	4.7
WWDB(FM)	talk	5.2	4.6

package it sold that included ESPN spots. Jerry Machovina, corporate director of ad sales, said Telecable took in $1.25 million in 1987 and $2.1 million in 1988 in the packages (priced roughly at $40,000), in which NFL spots are sold with ESPN college football and other spots.

Machovina said that since local ratings are not available, Telecable sells on the association with a premium property. Although Telecable lost 50 of its 160 clients, it picked up 130 new ones, giving it 240 sponsors over all in 1988 for the ESPN package. That pushed up revenue, said Machovina, as did limiting the number of spots within the NFL games from three to two per advertiser. The boost from ESPN is helping local advertising in general at Telecable, he said. Local ad revenue jumped from $5.2 million in 1987 to $7.5 million in 1988, and Machovina projects it to hit $11 million in 1989. □

'Affair' advancing. Fox's *A Current Affair* is claiming improved clearances and placement for 1989. Jeff Erdel, spokesman for the series, said that as of today, Jan. 9, the show will be cleared in five new markets, including Denver (KCNC-TV), the last top-20 market to sign up. The four other stations now introducing the show are WESH-TV Orlando, Fla.; WXII-TV Greensboro, N.C.; WIFR-TV Rockford, Ill., and WICV-TV Erie, Pa. Erdel said *A Current Affair* will have improved clearance in San Francisco where the show is moving from midnight on KGO-TV to 4 p.m. on KRON-TV. Last Monday, Jan. 2, the show moved from midnight on WPLG-TV Miami to 7 p.m. on WTVJ-TV. Erdel said that in the 134 markets where *A Current Affair* is carried, 50 stations run it in prime time access, while "most of the others carry it in early fringe."

More captioning. According to the National Captioning Institute, captioned prime time programing on the three major TV networks will increase 20% for the 1988-89 television season. The increase brings the total captioned prime time schedule to 95%. For the fourth consecutive season, ABC and its producers will provide funding for the network's entire prime time schedule. Both CBS and NBC currently underwrite funding for one-third of their prime time schedules. Also, due to a grant from the U.S. Department of Education to NCI, hearing-impaired sports fans will be able to enjoy closed-captioned broadcasts of events including the Super Bowl, NCAA, NBA and NFL championships. The grant, coupled with monies contributed by the three networks and ESPN, enables to NCI to close caption several hundred hours of sporting events in 1989.

Week 15: Three-net slump continues

The three networks delivered a combined 38.1 rating for week 15 (ended Jan. 1), or 34.4 million households, considerably lower than last season's week 15 delivery of 37 million households. Historically, week 14 is a mid-season low point for network prime time ratings, with ratings numbers beginning to bounce back during weeks 15 and 16.

This season's upward trend seems to have been delayed somewhat: Week 14 registered a combined 36.3 rating, the lowest number for all three networks so far this season. Week 15's 38.1 rating brought with it a very small increase—only 1.8 rating points—from week 14. The 1987-88 increase was from a week 14 rating of 36.8 to a week 15 rating of 41.8, a move up of five rating points. The 1986-87 increase was from a 41.2 for week 14 to a 46.1 for week 15, a 4.9 point increase.

At press time last week, prime time ratings averages were available for the first three nights of week 16 (Monday, Jan. 2 through Wednesday, Jan. 4), with each night showing an increase over the previous week's evening averages.

The combined ratings for the Big Three on Monday (Jan. 2) was up only 0.3 rating points from week 15's 38.2, to a 38.5. Tuesday's evening average was up 8.1 rating points, from week 15's 40.6. Wednesday's 41.9 average showed an increase over week 15's 36.3.

Turning back to the specifics of week 15, NBC won the week with a 13.6 rating and a 23.2 share—the network's lowest winning numbers this season. CBS edged into second place with a 12.3/21.2, narrowly beating ABC's 12.2/20.8. CBS's average was up 1.9 rating points over its week 14 rating average of 10.9.

CBS managed to take the top three slots in the weekly rankings (see chart), with its Sunday lineup. The *CBS Sunday Movie, The Karen Carpenter Story* took the top slot with a 26.3/41. Second place went to *Murder, She Wrote*'s 22.9/36. *60 Minutes* came in third (21.9/36). Fourth place went to ABC's *Roseanne*, registering a 21.2/33, according to Nielsen. (An ABC ranking of week 15's programing lists CBS's NFC playoff post-game show as registering a 21.4/38, and thereby taking fourth place, ahead of *Roseanne*.)

CBS also won the evening news race, posting a 12.1/22 over ABC's 11.4/21 and NBC's 11.2/21.

CBS won Monday and Sunday nights. NBC took Tuesday, Thursday and Saturday. ABC won Wednesday and Friday.

■ In the Arbitron metered markets, the *CBS Sunday Movie* ranked first in seven out of the 14 total markets. ABC's *Roseanne* ranked first in two markets, Chicago and Houston. CBS's *Murder, She Wrote* took first place in Boston, while that network's *60 Minutes* ranked first in Washington, D.C. (followed by the *CBS Sunday Movie*). NBC's *Cosby* ranked first in Detroit. ABC's *Who's the Boss?* won in New York. In Miami, CBS's NFC post-game show ranked first, followed by *60 Minutes*.

Nielsen		Net	Show
1	26.3/41	C	CBS Sunday Movie
2	22.9/36	C	Murder, She Wrote
3	21.9/36	C	60 Minutes
4	21.2/33	A	Roseanne
5	20.9/34	N	Cosby Show
6	18.7/30	N	Cheers
7	18.6/30	A	Who's the Boss?
8	18.0/29	N	Different World
9	17.8/29	N	Unsolved Mysteries
10	17.5/28	N	In the Heat of the Night
11	16.8/27	N	Matlock
12	15.2/24	N	Dear John
13	15.2/25	N	Night Court
14	15.0/25	A	Growing Pains
15	15.0/25	N	ALF's Christmas Special
16	15.0/30	N	Golden Girls
17	14.9/25	C	CBS Monday Movie
18	14.7/26	N	L.A. Law
19	14.6/24	A	Head of the Class
20	14.3/25	A	Full House
21	14.3/25	C	Knots Landing
22	14.2/23	A	Wonder Years
23	13.7/24	A	Perfect Strangers
24	13.7/22	C	Kate and Allie
25	13.7/24	N	Midnight Caller
26	13.6/23	A	Growing Pains Special
27	13.5/23	A	Mr. Belvedere
28	13.3/22	A	Moonlighting
29	13.2/21	A	Ice Capades
30	13.0/23	N	NBC Friday Movie
31	12.8/21	C	Newhart
32	12.8/20	N	Family Ties
33	12.8/27	N	Hunter
34	12.8/20	N	NBC Sunday Movie
35	12.7/23	A	China Beach
36	12.7/23	A	20/20
37	12.7/26	N	Empty Nest
38	12.6/20	A	ABC Sunday Movie
39	12.3/21	N	NBC Monday Movie
40	12.1/20	A	ABC Monday Movie
41	11.9/20	A	Hooperman
42	11.3/20	C	Equalizer
43	11.0/17	N	Day By Day
44	10.9/22	A	ABC Saturday Movie
45	10.8/21	N	Orange Bowl Parade
46	10.6/18	C	CBS Tuesday Movie
47	10.1/16	C	Paradise
48	9.5/16	A	Incredible Sunday
49	8.8/15	N	Magical World of Disney
50	8.6/15	C	Kennedy Center Honors
51	8.4/14	C	48 Hours
52	8.1/14	A	Burning Questions: Kids
53	8.0/14	C	Beauty and the Beast
54	8.0/13	C	Happy New Year, C. Brown
55	7.9/13	A	Mission: Impossible
56	7.7/14	A	Koppel Report
57	7.2/11	F	Married With Children
58	6.7/11	F	America's Most Wanted
59	6.[illegible]/13	C	Dirty Dancing
60	6.2/12	C	Simon and Simon
61	6.1/10	C	Annie McGuire
62	6.0/10	C	Dirty Dancing Special
63	5.7/10	N	Sarafina!
64	5.6/11	C	Raising Miranda
65	4.7/10	C	West 57th
66	4.4/7	F	21 Jump Street
67	3.6/7	F	Reporters
68	3.5/5	F	Garry Shandling Show
69	3.1/5	F	Tracey Ullman Show
70	2.6/4	F	Duet
71	2.2/4	F	Beyond Tomorrow

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In Brief

In what is believed to be first ruling of its kind, **U.S. District Court judge in Boston has held that cable systems involved in rate-regulation dispute with franchise authority are entitled to assert their rights in federal court.** Judge Andrew A. Caffrey, in case involving effort of Town of Danvers, Mass., to block Nashoba Cable's plan to raise rates, also held that cable systems may not waive protections given them under Cable Communications Policy Act of 1984, such as that exempting them from rate regulation. Nashoba began serving Danvers subscribers in July 1986 after agreeing to freeze rates for two years. And in June 1988, Nashoba announced plans to increase rates. Danvers said it considered proposed increase violation of pledge to freeze rates—there is dispute as to when two-year period began—and threatened legal action. Nashoba filed suit first, seeking order barring action by Town. Danvers, for its part, claimed court lacked jurisdiction, that issue involved common-law contract dispute, governed by state law. But Caffrey ruled that Cable Act governed, that "Congress apparently intended to prevent crazy-quilt patchwork of local rate regulation and instead intended to subject cable television rates to the competition of the marketplace." Danvers rate freeze, he said, "is precisely the sort of rate regulation the Act prohibits." That was one of two holdings Nashoba's attorney, Stephen Berry, said was "important." Second was Caffrey's assertion that "public policy concerns ... militate against permitting a cable services provider to waive key provisions in the statute." However, issue may not be finally resolved. Danvers Town Counsel Paul Kenny said "likelihood is great" that Danvers will appeal decision.

□

Beasley Broadcast Group and RKO reached settlement with competing applicants for KRTH-AM-FM Los Angeles for $86.6 million. Deal has been in works since last August (BROADCASTING, Aug. 29, 1988). It comes on heels of settlement for WFYR-FM Chicago (see page 75). RKO will receive approximately $56.2 million, and competing applicants $30.4 million. KRTH(AM) is fulltimer on 930 khz with 5 kw, and KRTH-FM operates on 101.1 mhz with 58 kw and antenna 2,880 feet above average terrain.

□

NBC was cheered by judge's latest ruling in entertainer Wayne Newton's libel case. U.S. District Judge Myron Crocker said in Los Angeles on Dec. 30, 1988, that Newton has until Feb. 1 to state his acceptance of $5,275,000 he was awarded following jury trial in Las Vegas two years ago. If he does not accept, he faces new trial on all issues. Newton had originally rejected award because Crocker had reduced jury's verdict of $19.2 million. Newton's lawyers asked for new trial on question of damages entertainer allegedly suffered as result of three investigative pieces on NBC News broadcasts aired in 1980 and 1981, linking him to reputed organized crime figure. Newton's attorney, Morton Galane, said his client was on vacation in Hawaii and would not decide on his answer to court until his return on Jan. 14.

□

FCC, in unanimous decision released last week, affirmed Mass Media Bureau's fining of Wisconsin FM for violation of anti-lottery rules. **Bureau levied $7,500 penalty against WRLS-FM Hayward, Wis.**, for broadcasting advertisements for bingo on behalf of Lac Courte Orielle Tribal Government. Spots allegedly aired regularly between September 1986 and March 1987.

□

FCC approved Bell Atlantic's plan to build experimental, integrated fiber optic system in Perryopolis, Pa. As proposed, Bell Atlantic would build system capable of carrying telephone signals and video services and passing 100 homes. Helicon Corp., city's cable operator, would provide programing for one-year test.

□

Satellite Music Network's board of directors last week approved Capital Cities/ABC's proposal to acquire all of its outstanding common stock for $5.50 per share, cash ("In Brief," Dec. 26, 1988).

Cable network numbers on the rise

Combined prime time ratings for seven top cable networks for the fourth quarter of 1988 rose 7% over 1987, increasing from an 11.0 to an 11.8. The increase was tied to USA, CBN Family Channel and Lifetime, whose new fall prime time lineups helped boost those services' fourth-quarter ratings from a combined 3.2 in 1987 to a 4.3 in 1988.

USA's rose from a 1.7 to a 2.1, with a lineup of Miami Vice, Murder, She Wrote *and, at 9 p.m., movies and sporting events.*

Lifetime attributed its ratings jump to Cagney & Lacey, *which has scored between a 1.0 and a 1.2 in its 8 p.m. time slot. The jump for CBN came from its new prime time lineup of* Our House *and family movie programing (*BROADCASTING, *Dec. 26, 1988).*

Although it does not have full fourth-quarter ratings, Turner Broadcasting System has numbers for TNT for the six-week period from Nov. 7 to Dec. 18. From 7 a.m. to 1 a.m., where it had forecast a 0.7, it has scored a 0.9; its prime time rating of 1.1 is also 0.2 higher than its forecast of 0.9. Its 24-hour rating was a 0.7, 17% ahead of its projected 0.6.

The most successful block has been the Muppet Show, Bugs Bunny, Fraggle Rock *children's fare between 6 and 8 p.m., which has averaged a 1.8 rating, 50% higher than the 1.2 Turner had forecast. TNT has signed a contract for Nielsen measurements and expects to begin receiving overnight data this month. Turner estimated TNT was in 19.7 million homes in December, and expected that to jump to 23 million after a number of Jan. 1 launches by systems.*

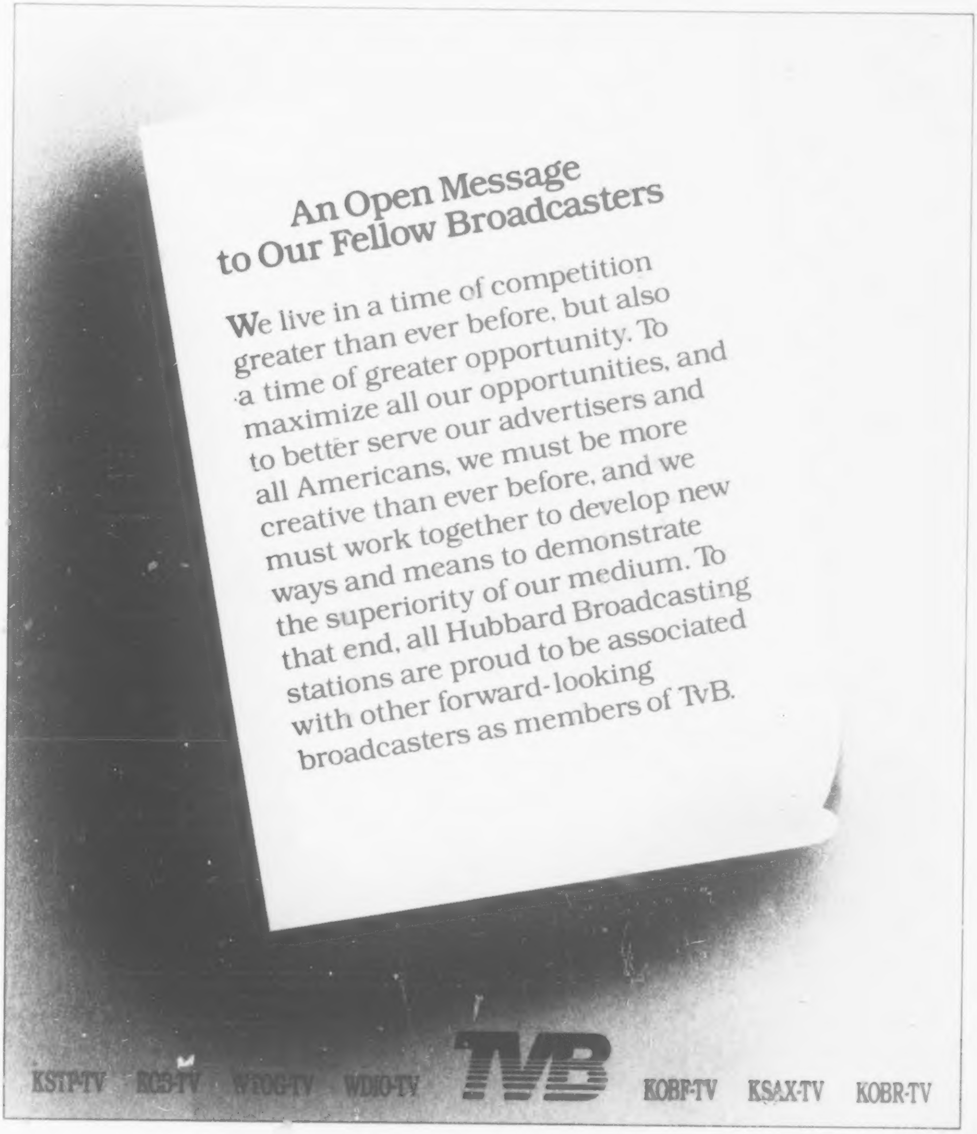
Network	*Prime Time*		*Full Day*	
	1988 Rating (HH)	*1987 Rating (HH)*	*1988 Rating (HH)*	*1987 Rating (HH)*
WTBS	2.6 (1,218,000)	2.6 (1,128,000)	1.6 (754,000)	1.6 (684,000)
ESPN	2.5 (1,245,000)	2.6 (1,176,000)	0.9 (448,000)	0.9 (391,000)
USA	2.1 (955,000)	1.7 (700,000)	1.0 (454,000)	0.9 (368,000)
CNN Headline	1.3 (623,000)	1.3 (564,000)	0.9 (424,000)	0.9 (392,000)
CBN	1.2 (540,000)	0.8 (303,000)	0.9 (375,000)	0.6 (238,000)
Nashville	1.1 (449,000)	1.3 (470,000)	0.5 (204,000)	0.6 (213,000)
Lifetime	1.0 (425,000)	0.7 (266,000)	0.6 (243,000)	0.4 (157,000)
Nickelodeon			1.0 (443,900)	0.9 (333,900)
A&E			0.8 (290,000)	0.6 (199,000)
MTV			0.6 (269,600)	0.6 (231,600)
Nick at Nite			0.6 (246,800)	0.4 (127,600)
Weather Channel			0.2 (78,000)	0.2 (65,000)
FNN			0.2 (62,888)	0.2 (51,388)
VH-1			0.2 (61,300)	0.3 (72,000)

USA's prime time runs from 7 to 11 p.m., while CBN's runs from 7 p.m. to midnight. Lifetime's full day is 7:30 a.m. to 1 a.m. Monday through Saturday. Nickelodeon's from 7 a.m. to 8 p.m., Nick at Nite's from 8 p.m. to 7 a.m., FNN's from 6 a.m. to 8 p.m., Discovery's from 9 a.m. to 3 a.m., Weather Channel's 6 a.m. to midnight and Nashville's from 9 a.m. to 3 a.m. Figures for Arts & Entertainment are the sum of its two four-hour programing blocks, from 8 p.m. to 4 a.m.

C1750-1
1/20/84

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 16



An Open Message to Our Fellow Broadcasters

We live in a time of competition greater than ever before, but also a time of greater opportunity. To maximize all our opportunities, and to better serve our advertisers and all Americans, we must be more creative than ever before, and we must work together to develop new ways and means to demonstrate the superiority of our medium. To that end, all Hubbard Broadcasting stations are proud to be associated with other forward-looking broadcasters as members of TvB.

KSTP-TV KC3-TV WTOG-TV WDIO-TV TVB KOBF-TV KSAX-TV KOBR-TV

2

58th Year 1989
NATPE

********* ********5-DIGIT 20814
20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA   MD 20814

Vol. 116 No. 3

Broadcasting Jan 16

In the heat of late night...

With two weeks and one week, respectively, under their belts, early ratings for new late night talk show hosts Arsenio Hall and Pat Sajak seem to indicate both programs are exceeding initial expectations. **PAGE 43.**

Sajak with The Judds

Hall

ESPN baseball: the long run...

Although ESPN President and CEO Roger Werner Jr. does not expect to make big profit on four-year Major League Baseball contract, package is expected to increase cable service's year-round viewing in all dayparts. **PAGE 45.**

NAB goes west.

Among topics expected to be discussed at National Association of Broadcasters' joint board meeting in Arizona are fairness doctrine, must-carry and proposed $15.7 million FY '89 budget. **PAGE 46.**

50/*MORE MONEY FOR DBS VENTURE*

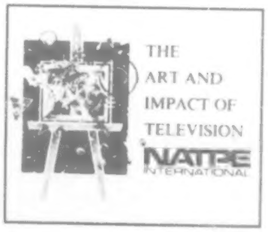
UK direct broadcast satellite project, British Satellite Broadcasting, gets additional $238 million boost from investors as it prepares to compete head-to-head with Rupert Murdoch's Sky Television group.

86/*RADIO RATINGS: MARKETS SIX-TEN*

Compared to results during same quarter in 1987, AOR formatted stations in top 10 markets generally show drop in share during fall 1988 Arbitron ratings.

54/*NATPE '89: KEEPING PACE*

Under banner of "The Art and the Impact of Television," this year's NATPE International gathering in Houston is expected to draw crowds on par with last year's convention. Agenda and exhibitor listings also begin on page 54.


THE ART AND IMPACT OF TELEVISION
NATPE INTERNATIONAL

92/*INTV WRAPUP*

Although some suppliers at Association of Independent Television Stations say sales were sluggish-to-moderate as expected, others report sales exceeding expectations.

93/*COMEDY BACK TO BACK*

NBC Entertainment President Brandon Tartikoff says NBC will run, as one-time experiment, full night of network's most popular comedy series in prime time.

94/*VOTE OF CONFIDENCE*

In face of speculation that CBS's entertainment division would undergo personnel changes because of its low rated first-year programing this season, CBS/Broadcast Group President Howard Stringer says he's "completely satisfied" with CBS Entertainment President Kim LeMasters and his team at CBS Entertainment. In related story on page 44, LeMasters talks about moving network out of third place.

95/*YEAR LATER*

Fox Broadcasting Co.'s second annual affiliates meeting in Los Angeles is upbeat, with expressions of confidence in FBC's expansion plans.

96/*REAGAN'S FINAL BUDGET*

President Ronald Reagan's final budget provides FCC with funding commission says it can live with and includes proposal to auction off portions of spectrum not used for mass media.

102/*CANADIAN VOICES*

Canadian Parliament is expected to enact legislation that will change that country's broadcast regulations and strengthen Canadian content and texture of programing aired there.

113/*CABLE SYSTEM SALES*

Cooke Cablevision and New York Times Cable are matched with buyers in deals for $1.47 billion and $420 million, respectively.

135/*SONY POINT MAN*

Sony's Richard Wheeler has risen through company's ranks to assume post of Sony Communications Products Co. president, where he is leading that company's push for digital future.

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casters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

Compulsory License

■ FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

Two weeks ago, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June, 1988 and according to aide, plans to revive measure.

Crossownership

Telco-cable—FCC tentatively concluded last July to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas. FCC Commissioner Patricia Diaz Dennis dissented from actions.

In comments filed with FCC, telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ GE Americom and HBO (Crimson Satellite Associates) have filed petitions to reconsider Nov. 8, 1988, FCC decision to deny request to modify their medium-power direct-to-home TV (DBS) satellite, Satcom K-3, power from 45 watts to 60 watts. Denial of power boost, which has been considered necessary to reach mass-marketable three-foot receiving dishes, could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or to bring cable programers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve the entire nation from one orbital position, said it will later this month join Dominion Satellite and Continental Satellite in filing comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Comments on proposal are due Jan. 17, and replies are due Jan. 31.

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early this year.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes, whose DBS plan will go to parent, General Motors, for approval early this year. Hughes DBS's 200-watt power—10 times higher than current fixed satellite service

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	35[illegible]	2,456

CABLE†

Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit

Huntington Avenue, Boston 02115.

March 1-2—"What's Ahead for the 1990's?" public affairs seminar sponsored by ***Women in Communications.*** Key Bridge Marriott, Arlington, Va. Information: (703) 528-4200.

March 1-3—***West Virginia Broadcasters Association*** annual "Call on Congress." Washington. Information: (304) 344-3798.

March 1-4—20th annual Country Radio Seminar, sponsored by ***Country Radio Broadcasters.*** Opryland hotel, Nashville. Information: (615) 327-4488.

March 2—***International Radio and Television Society*** annual presentation of Gold Medal Award, this year to five recipients, in honor of 50th anniversary of IRTS. For news, Walter Cronkite; radio, Paul Harvey; TV, Bob Hope; advertising, Edward Ney, and cable, Ted Turner. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 3**—Deadline for entries in International Gold Medallion competition, sponsored by ***Broadcast Promotion & Marketing Executives.*** Information: Jay Curtis, (213) 465-3777.

March 3-4—Eighth convention of ***Northern California chapter of Radio Television News Directors Association.*** Concord Hilton, Concord, Calif. Information: (415) 451-8760.

March 5-6—***Cable Television Public Affairs Association*** Cable Forum '89. Vista International hotel, Washington. Information: (202) 639-8844.

March 7-10—***Audio Engineering Society*** convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—***Ohio Association of Broadcasters*** congressional salute. Sheraton Grande, Washington.

March 12-14—***West Virginia Broadcasters Association*** spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by ***North American National Broadcasters Association.*** Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—***National Association of Broadcasters*** group head fly-in, "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

Errata

Statement in Jan. 9 "In Brief" about **EEO petitions in Florida** that read "The petition asks the FCC to conduct bilingual investigations..." was inaccurate. Petition refers to *Bilingual-Bicultural Coalition on the Mass Media vs. FCC* court case, and **asks FCC to conduct similar investigations to determine if there was "substantial statistical disparity... with a languishing affirmative action plan."** *Bilingual* case raised question of whether station's poor EEO performance was owed to intentional discrimination.

□

Ratings for Discovery Channel were omitted from cable ratings chart in ("In Brief," Jan. 9). Service scored 0.7 in prime time in fourth-quarter 1988, same as in 1987, although homes reached increased from 178,000 to 253,000. For its full 18-hour schedule, service had 0.4 in fourth-quarter 1988, identical to fourth-quarter 1987, with homes count increasing from 108,000 to 145,000.

■ **March 14**—***Ohio Cable Television Association*** annual meeting and legislative reception. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

March 16—45th annual dinner of ***Radio & Television Correspondents Association.*** Grand Hyatt hotel, Washington. Information: (202) 828-7016.

March 21—***American Advertising Federation*** spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

■ **March 21-23**—***Satellite Broadcasting and Communications Association/STTI*** satellite communications trade show. Bally's-Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

March 22—Radio station acquisition seminar sponsored by ***National Association of Broadcasters.*** New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—***Broadcast Pioneers*** Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 23—***National Association of Black Owned Broadcasters*** fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 24-25—11th annual Black College Radio convention, sponsored by ***Collegiate Broadcasting Group.*** Paschal's hotel, Atlanta. Information: (404) 523-6136.

■ **March 29**—***New Jersey Broadcasters Association*** annual managers conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

March 29-30—***Illinois Broadcasters Association*** spring convention. Ramada, Springfield, Va.

March 30—***Federal Communications Bar Association*** monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

March 31-April 1—***California-Nevada AP Television and Radio Association*** convention. Monterey Sheraton, Monterey, Calif. Information: (213) 746-1200.

April

April 3-5—***Central Educational Network*** annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—***Caucus for Producers, Writers and Directors*** general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 5-8—***Asian American Journalists Association*** national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting, jointly sponsored by ***Public Broadcasting Service*** and ***National Association of Public Television Stations.*** Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-12—***Broadcast Financial Management/Broadcast Credit Association*** 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—***Cabletelevision Advertising Bureau*** eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 12-14—***Electromagnetic Energy Policy Alliance*** annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

April 19—***Federal Communications Bar Association*** monthly luncheon. Robert Johnson, president-publisher, Newsday. Marriott hotel, Washing-

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ *Reg. U.S. Patent Office □

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AOR drops in fall Arbitron books

Compared to results during the same quarter last year, AOR formatted stations in the top 10 markets for the most part witnessed a drop in share during the fall 1988 Arbitron ratings (for markets one to five, see BROADCASTING, Jan. 9). All results below are based on the Arbitron fall 1988 radio local market report for the period Sept. 22-Dec. 14, 1988 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Detroit (sixth market). MOR/newstalk WJR(AM) and urban contemporary WJLB(FM) maintained their respective number-one and number-two slots. In the contemporary hit category, WDFX(FM) jumped up the list with its 5.4 share (compared to a 3.1 share during summer 1988 and a 2.4 during fall 1987). Another contemporary hit station, WHYT(FM), dropped from a 5.3 during summer 1988 to its current 3.4, although the station did top its fall 1987 4.7 share. Also dropping was easy listening WJOI(FM), which fell from 5.1 in the summer 1988 book to a 4.7. AOR WRIF(FM) climbed back into the top 10 with a 3.6, up from 3.0 during summer 1988, but dropped from 3.9 for fall 1987.

Boston's adult contemporary WBZ(AM) entered the top position with a 7.4, up from 6.4 during summer 1988 and 7.3 during fall 1987. Contemporary hit WXKS-FM dropped from a first place tie with WRKO(AM) in the summer 1988 book (each with 7.1) to its current third-place 5.9 share. Contemporary hit WZOU(FM) also took a drop, falling from a 6.1 in the summer 1988 book to its current 5.0.

Adult contemporary KVIL-AM-FM held the number-one position in the Dallas-Fort Worth market, jumping from a 6.9 share during summer 1988 to its current 8.3. Urban contemporary KKDA-FM, which placed number one in the summer 1988 book with the added strength of its simulcast co-owned AM, dropped to the number-three position on its own. Country formats made a strong showing in the fall 1988 book, with KSCS(FM), KPLX(FM) and WBAP(AM) taking three of the top five positions.

One of the AOR stations taking a drop in the Washington market was WWDC-FM, dropping from a 5.7 share in the summer 1988 book and a 5.6 share in the fall 1987 book to its current 4.2. Although contemporary hit WPGC-FM lost the added strength it held as an AM-FM simulcast in the summer 1988 book, the station came in fourth place with a 6.0. Contemporary hit WAVA(FM) didn't fare as well, dropping from a 5.2 in summer 1988 to 4.5. Making its way into the top 10 was adult contemporary WLTT(FM), up from a 3.0 last summer to its current 3.5 share.

In Houston-Galveston, urban contemporary KMJQ(FM) came in strong at number one with a 9.8 share, up from a 9.3 during summer 1988. Country KIKK-FM took a kick down the list from the number-two spot in the summer 1988 book (with a 7.0 share) and from an 8.3 share for the same period last year. Another country station dropping in the market was KILT-FM, down from a 5.9 during fall 1987 and a 6.2 during summer 1988 to its current 4.6 share. Easy listening KODA(FM) made a healthy climb up the list from a 4.9 during summer 1988 and a 5.7 during fall 1987 to its present 6.1 share. News/talk station KPRC(AM) also moved up, from a 3.3 during summer 1988 and a 3.1 during fall 1987 to its current 4.0.

Station	*Format*	*Fall 87*	*Fall 88*
Detroit			
WJR(AM)	MOR/news/talk	10.8	9.0
WJLB(FM)	urban contemp.	8.6	7.0
WDFX(FM)*	contemp. hit	2.4	5.4
WWJ(AM)	news	4.9	5.1
WNIC-FM	adult contemp.	4.1	4.9
WJOI(FM)	easy listening	6.2	4.7
WWWW(FM)	country	4.1	4.7
WCZY-FM	contemp. hit	4.3	4.4
WOMC(FM)	adult contemp.	4.0	4.4
WLLZ(FM)	AOR	4.5	3.8
WRIF(FM)	AOR	3.9	3.6
WCSX(FM)	classic rock	3.7	3.4
WHYT(FM)	contemp. hit	4.7	3.4
WKSG(FM)	oldies	2.3	3.4
*Formerly WDTX			
Boston			
WBZ(AM)	adult contemp.	7.3	7.4
WRKO(AM)	talk	6.9	7.2
WXKS-FM	contemp. hit	7.0	5.9
WJIB(FM)	easy listening	5.7	5.4
WHDH(AM)	adult contemp.	5.2	5.2
WODS(FM)	oldies	2.9	5.2
WZOU(FM)	contemp. hit	5.2	5.0
WBCN(FM)	AOR	7.4	4.8
WZLX(FM)	classic hits	4.4	4.8
WEEI(AM)	news	5.2	4.2
WMJX(FM)	adult contemp.	2.9	3.6
WSSH-FM	soft contemp.	4.4	3.6
WROR(FM)	adult contemp.	3.2	3.2
Dallas-Ft. Worth			
KVIL-AM-FM	adult contemp.	9.3	8.3
KSCS(FM)	country	4.1	7.4
KKDA-FM	urban contemp.	8.6	7.2
KPLX(FM)	country	7.4	6.5
WBAP(AM)	country	5.3	6.2
KRLD(AM)	news	6.6	5.9
KHYI(FM)	contemp. hit	4.9	5.0
KMEZ-AM-FM	easy listening	6.0	4.8
KEGL(FM)	contemp. hit	6.2	4.5
KLUV(FM)	oldies	3.6	3.4
KTXQ(FM)	AOR	3.7	3.4
Washington			
WMZQ-AM-FM	country	7.3	7.1
WGAY-FM	easy listening	7.4	6.8
WKYS(FM)	urban contemp.	6.5	6.2
WPGC-FM	contemp. hit	4.9	6.0
WMAL(AM)	variety	6.5	5.7
WHUR-FM	urban contemp.	5.0	4.9
WAVA(FM)	contemp. hit	4.5	4.5
WRQX(FM)	contemp. hit	4.3	4.5
WWDC-FM	AOR	5.6	4.2
WCXR-FM	adult contemp.	4.0	3.7
WTOP(AM)	new	4.7	3.7
WLTT(FM)	adult contemp.	3.4	3.5
Houston-Galveston			
KMJQ(FM)	urban contemp.	7.8	9.8
KKBQ-AM-FM	contemp. hit	6.5	7.5
KIKK-FM	country	8.3	6.8
KODA(FM)	easy listening	5.7	6.1
KRBE-FM	contemp. hit	6.4	6.0
KTRH(AM)	news	4.9	5.7
KLOL(FM)	AOR	6.2	5.2
KILT-FM	country	5.9	4.6
KFMK(FM)	adult contemp.	4.9	4.3
KPRC(AM)	newstalk	3.1	4.0

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biggest problem night, include the previously announced *Dream Street* and *The Jim Henson Hour*, as well as *Quantum Leap*, a drama about time travel.

Tartikoff reported that Terry Louise Fisher, co-creator of *L.A. Law*, was at work on a drama for NBC and that John Sayles has written a pilot for NBCP called *Shannon's Deal* about an investigative attorney. NBCP is developing a drama based on the FBI character played by Robert Loggia in last year's mini-series, *Favorite Son*.

Tartikoff said NBCP produced about five pilots during last year's development season, and will probably double that output. In addition, NBCP is producing the NBC daytime serial *Generations* and is developing several Saturday morning programs. "We hope to have two out of five hours of Saturday morning provided by NBC Productions," said Tartikoff.

On the mini-series front, Tartikoff reported that television producer/director Gregg Hoblitt has been signed to direct a project about the landmark U.S. Supreme Court abortion decision, *Roe vs. Wade*. Also in development is a mini-series treatment of *Phantom of the Opera* (from Edgar Scherick), expected to air next December, as well as one about the founding of the Ku Klux Klan called *Cross of Fire*, from Leonard Hill Productions. Michael Mann is producing a mini-series called *Desperados: The Kiki Camarena Story*, based on the book by Elaine Shannon.

Also, NBC will rebroadcast on March 24 the *Peter Pan* production starring Mary Martin, which has not been on television for 16 years, Tartikoff said.

Tartikoff acknowledged mixed results so far for Disney's new Sunday night program at 7 p.m., consisting of rotating series, movies and specials. "I hate to keep hiding behind the writers' strike" as the reason behind the woes of new programs, he said. "But it is a fact that the original idea was having four elements that rotated on a month-to-month basis. That's one idea. What we've been doing is another, which is *Davy Crockett* turns up once and then comes back two months later." Other series in the rotation have also failed to keep pace, he said. □

Stringer gives thumbs up to LeMasters

In the face of recent speculation that has CBS Entertainment President Kim LeMasters on the way out as head of that division on the heels of a slate of failed first-year programing this season, Howard Stringer, president, CBS/Broadcast Group, gave LeMasters and the entire entertainment division team a vote of confidence during the CBS portion of the January press tours.

"I'm completely satisfied with the team that is in place now in the entertainment division," said Stringer. "It's important that we have a collaborative effort, and we have the parts to do just that," he said.

Stringer

Stringer did not place the blame for this season's prime time failure at LeMasters' feet; instead, he listed several other factors. "Last year's schedule was made in the midst of changing executives, in a period of transition," he said. "All areas," he said, "were in a period of chaos, including the news division."

Stringer's main responsibility in the last six months since he replaced Gene Jankowski, he said, has been "to turn the network into a confident place to work." Another of his duties has been to visit with producers in an effort to make CBS more attractive to the creative community. Thus far, producers have tended to shun the third-place network, preferring to take their shows to either NBC or ABC. "We have a clear problem at 8 p.m.," Stringer said, referring to the network's awkward attempts to schedule a successful early-evening comedy. "Despite our efforts to woo members of the Hollywood community, we haven't had much success," he said. "Looking at our situation," said Stringer, "no one would be eager to walk into an 8 p.m. slot. However," he joked, "the peak of our slump has been reached."

Despite the recent popularity of what is called "trash TV," Stringer said that programing, which he described as "the dark at the end of the tunnel," will not be found on CBS. "If we hope to regain any of our 'Tiffany network' reputation," he said, "we have to ignore certain quick-fix strategies that may grab an instant audience. If you strangle your grandmother on television, you'll get good ratings," he said, "but you can be sure she won't be back for a second interview." □

Shifting gears: CBS hits second place, again

NBC won the prime time week (ended Jan. 8, the 16th week of the 1988-89 season), but CBS's second-place average was just shy of upsetting NBC's winning streak. NBC won the week with a 15.5 rating and a 24.1 share. CBS came in right behind with a 15.4/23.9. ABC closed out the week with a 12.8/19.9.

The previous week, ended Jan. 1, CBS narrowly edged out ABC for second place; but the gap between runner-up and first place then was a full 1.3 rating points, not the slim 0.1 points for the current week.

CBS also won the evening news race, pulling in a 13.5/23 over ABC's 12.3/21 and NBC's 11.6/20. (The latter two networks preempted their Monday night newscasts for telecasts of football.)

	Nielsen	Net	Show
1	28.6/43	N	Cosby Show
2	25.6/38	C	60 Minutes
3	25.1/35	C	Murder, She Wrote
4	25.1/37	N	Cheers
5	25.0/37	N	Different World
6	24.2/35	A	Roseanne
7	23.5/37	N	Golden Girls
8	22.6/37	N	Empty Nest
9	21.7/32	A	Who's the Boss?
10	20.8/31	N	Dear John
11	20.3/31	A	Growing Pains
12	20.2/31	C	Designing Women
13	19.5/32	N	L.A. Law
14	19.2/29	A	Head of the Class
15	19.1/28	C	Murphy Brown
16	19.0/33	N	Hunter
17	18.6/29	C	CBS Sunday Movie
18	18.4/28	N	Unsolved Mysteries
19	18.2/30	N	Amen
20	18.0/26	N	Matlock
21	17.8/28	A	Full House
22	17.4/26	A	ABC Sunday Movie
23	17.2/26	N	In the Heat of the Night
24	16.9/26	C	CBS Tuesday Movie
25	16.8/27	A	Perfect Strangers
26	16.7/25	A	thirtysomething
27	16.5/28	N	227
28	16.4/27	C	Knots Landing
29	16.2/23	N	Family Ties
30	16.1/25	A	Mr. Belvedere
31	15.9/24	N	Night Court
32	15.8/27	C	Almost Grown
33	15.8/25	C	CBS Wednesday Movie Special
34	15.7/25	C	Dallas
35	15.7/23	C	TV 101 Special
36	15.4/26	A	20/20
37	15.1/23	N	Fiesta Bowl
38	14.9/24	A	Just the Ten of Us
39	14.8/22	A	Rose Bowl
40	14.5/22	A	Wonder Years
41	14.3/21	N	NBC Sunday Movie
42	14.0/20	N	Day by Day
43	13.9/23	A	China Beach
44	13.5/20	C	48 Hours
45	13.4/22	N	Midnight Caller
46	13.3/20	A	Hooperman
47	12.9/22	C	Falcon Crest
48	12.8/21	N	Orange Bowl Game
49	12.7/21	A	Heartbeat Special
50	12.2/18	C	Paradise
51	12.1/19	C	Beauty and the Beast
52	11.3/16	C	Tour of Duty
53	11.2/18	C	CBS Saturday Movie Special
54	11.1/19	N	Miami Vice
55	10.8/16	A	Dynasty
56	10.7/16	N	Baby Boom
57	10.3/14	F	Married With Children
58	10.2/15	A	Incredible Sunday
59	10.0/15	N	Magical World of Disney
60	9.5/16	A	ABC Saturday Movie
61	9.4/15	N	NBC Friday Movie
62	9.2/13	F	America's Most Wanted
63	8.5/12	A	Mission: Impossible
64	8.1/14	A	Sugar Bowl
65	7.9/14	C	West 57th
66	7.5/13	N	Tattinger's
67	7.1/11	C	TV 101
68	6.7/11	A	Heartbeat
69	6.6/11	C	Dirty Dancing
70	6.2/9	A	Knightwatch
71	6.1/9	F	21 Jump Street
72	5.5/8	F	Garry Shandling Show
73	4.9/7	F	Tracey Ullman Show
74	3.7/6	F	Duet
75	3.3/6	F	Reporters
76	1.9/3	F	Beyond Tomorrow

* Indicates premiere episode

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Vol. 116 No. 4

Broadcasting Jan 23

Eye on America...

Fifth Estate journalists keep pace with week's breaking news nationwide, from George Bush's promise of gentler America to senseless schoolyard massacre in Stockton, Calif. **PAGE 67.**

Lincoln Memorial
CNN
LIVE

Photo courtesy of CNN

Art of the deal...

How much program buying will take place at NATPE International's gathering in Houston this week remains to be seen. But tabloid programs, children's fare and game shows are among offerings. **PAGE 82.** Convention agenda and list of exhibitors and their products begin on **PAGE 83.**

NAB 'love fest'...

National Association of Broadcasters' joint board of directors meeting in Scottsdale, Ariz., is harmonious, with approval of NAB's $15.7 million budget (details on page 143) and no major policy struggles. **PAGE 72.**

70/*PARAMOUNT BUY*

Paramount Pictures and New York investment bank Salomon Brothers reach agreement in principle giving former option to purchase Salomon's majority holdings in independent TV station group, TVX Broadcast Group.

74/*RIVERA BUY*

Five Hispanic businessmen, including Geraldo Rivera and comedian Richard (Cheech) Marin, announce formation of company to buy television stations.

126/*PREPARING FOR 'WAR'*

ABC hopes to offer more consistent scheduling of remaining hours of *War and Remembrance*. Network also prepares for possibility of Screen Actors Guild strike in July.

128/*CABLE HIGHLIGHTS*

Among highlights of cable press tour: HBO says it will introduce new basic cable channel; Showtime agrees with Fox/Lorber Associates to syndicate specials package and TNT and USA Network focus on original movies. Additionally Lifetime says it will premiere two new series this year and The Disney Channel is bringing back *Mickey Mouse Club*.

91/*IN THE GAME*

In this "At Large" interview with BROADCASTING editors,

Columbia Pictures Television's Gary Lieberthal takes stock of TV and syndication businesses, charting their pasts and looking toward future.

134/*'ZOO MASTER' RESIGNS*

WHTZ(FM) Newark, N.J.'s Scott Shannon—driving force behind station's climb to number one in New York market—says he won't be renewing his contract.

132/*ACES SHOWING*

HBO wins top honors in 10th annual national Academy of Cable Programing ACE awards, comfortably outdistancing its nearest competitor, which won eight.

152/*BSB PROFILE*

Former Saatchi & Saatchi Communications CEO Anthony Simonds-Gooding explains strategy of British Satellite Broadcasting, which includes competing head-to-head with Rupert Murdoch's Sky TV.

175/*MEETING THE CHALLENGE*

ESPN chief Roger Werner has helped make once struggling all-sports cable network largest and among most profitable.

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nis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barrier's to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	**4,929**	**288**	**5,197**
Commercial FM	**4,141**	**639**	**4,780**
Educational FM	**1,369**	**260**	**1,629**
■ Total Radio	**10,439**	**1,187**	**11,626**
FM translators	**1,650**	**428**	**2,078**
Commercial VHF TV	**545**	**21**	**566**
Commercial UHF TV	**508**	**228**	**736**
Educational VHF TV	**119**	**7**	**126**
Educational UHF TV	**216**	**31**	**247**
■ Total TV	**1,388**	**287**	**1,675**
VHF LPTV	**126**	**163**	**289**
UHF LPTV	**329**	**1,196**	**1,525**
■ Total LPTV	**455**	**1,359**	**1,814**
VHF translators	**2,722**	**102**	**2,829**
UHF translators	**2,110**	**356**	**2,456**

CABLE†	
Total subscribers	**48,637,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**53.8%**
Pay cable penetration	**32%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit.

Direct Broadcast Satellites

■ Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve the entire nation from one orbital position, last week joined Dominion Satellite and Continental Satellite in opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to comments due last week are due Jan. 31.

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early this year.

GE Americom and HBO (Crimson Satellite Associates) filed petitions in early January asking FCC to reconsider its Nov. 8, 1988, decision to deny request to modify their medium-power direct-to-home TV (DBS) satellite, Satcom K-3, power from 45 watts to 60 watts. Denial of power boost, which has been considered necessary to reach mass-marketable three-foot receiving dishes, could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or to bring cable programers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes, whose DBS plan was set to go to parent, General Motors, for approval by end of 1988 but has yet to achieve that green light. Hughes DBS's 200-watt power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Requests to fund projects should be small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

■ **Feb. 8-12**—*International Radio and Television Society* faculty/industry seminar. Theme: "Beyond Tomorrow: Electronic Media Star Wars." Keynote speaker: Kenneth Roman, Ogilvy Group. Roosevelt hotel, New York. Information: (212) 867-6650.

■ **Feb. 9**—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tartikoff, president, NBC Entertainment; Brandon Stoddard, president, ABC Entertainment, and Kim LeMasters, president, CBS Entertainment. Waldorf-Astoria, New York.

Feb. 10—Deadline for entries in *Corporation for Public Broadcasting*'s Public Television Local Program Awards, "recognizing outstanding local programing in public television." Information: (202) 955-5211.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

Feb. 13—Deadline for entries in E.W. Scripps Award for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

■ **Feb. 13**—Roundtable forum on libel reform proposal of *Annenberg Washington Program*. Panelists include libel specialists from law and journalism schools. Annenberg office, Willard office building, Washington. Information: (202) 393-7100.

Feb. 13-14—*Georgia Cable Television Association* annual convention. Omni International Atlanta. Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla. Information: (312) 827-9330.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

Feb. 15—*New York Television Academy* drop-in luncheon. Speaker: Michael Alexander, executive vice president, MCA Broadcasting. Copacabana, New York. Information: (212) 765-2450.

Feb. 15—Deadline for entries in 17th annual Clarion Awards, "recognizing excellence and outstanding achievement in 57 areas of journalism and communications," sponsored by *Women in Communications*. Information: (703) 528-4200.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

Feb. 16—*National Academy of Television Arts and Sciences* presentation of Trustees Award to Peggy Charren, founder and president of Action for Children's Television. Marriott Marquis hotel, New York. Information: (212) 586-8424.

Feb. 16-19—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

Feb. 20—Deadline for entries in Charles E. Scripps Award recognizing "outstanding efforts in

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common stock.

Salomon expects to contribute its 1.4 million shares of voting common stock to the venture with Paramount, along with about 3.3 million shares of preferred stock, which will be converted to common. If Paramount, as expected, purchases a 49% stake in the venture, Salomon will sell 2% to the managers of the venture, leaving Salomon with a venture share equal to Paramount's. A source close to the transaction said that it was possible that current TVX management would be the manager of the venture, which is expected to control 51% of the company's voting common stock.

The $10.4 million purchase price mentioned for Paramount's stake in the joint venture represents a price of $4.50 per share of the common stock. On the day the deal was announced, TVX's stock rose $1.625 per share to close at $3.875.

TVX plans to hold on to WTXF-TV Philadelphia, KTXA(TV) Fort Worth, KTXH(TV) Houston, WDCA-TV Washington and WLFL-TV Raleigh-Durham, N.C. All of those stations, other than WLFL-TV, were acquired in the 1987 Taft purchase. The company is seeking buyers not only for its Memphis station, mentioned above, but also for its New Orleans, Norfolk, and 80%-owned San Antonio stations. Last year, TVX sold WCIX-TV Miami to CBS for $59 million.

For the nine months ended Sept. 30, 1988, TVX reported an operating loss of $14.8 million on revenues of $138.4 million. At that time, the company said it had current and long-term program contract liabilities totalling $109 million. It is not known how much of that money, if any, is owed to Paramount.

Paramount has a small interest in WGBS-TV Philadelphia, a station that competes with TVX's local WTXF-TV. Following the reorganization of Grant Broadcasting in bankruptcy proceedings last year, Paramount took a stake smaller than 5% in Combined Broadcasting, the company that took over Grant's stations, including WGBS-TV. A spokesman for Paramount said that because of the small size of Paramount's holdings in Combined Broadcasting, the company's holdings in both Philadelphia stations "won't create a problem."

One pre-existing tie between Paramount and the TVX stations is Lucy Salhany, president of the domestic television division of Paramount Pictures. Before she joined Paramount, Salhany worked for several years as vice president of television and cable programing for Taft Broadcasting. ☐

BFM survey ignites controversy over barter impact

Other results: slightly fewer network preemptions indicated; business managers expect continued increases in program costs

Results of a survey to be presented at the NATPE International convention this week indicate that many stations do little profit and cost analysis before making programing decisions and do not attempt to involve either financial or sales people in the programing process. The survey, distributed by the Broadcast Financial Management Association to business managers of 1,000 TV stations, indicates that despite intentions of not spending more for programing, station programing costs at most stations are expected to increase by high-single-digit or double-digit percentages over the next five years. The advent of barter programing worsened a station's profitability, according to almost half of those responding.

Not surprisingly, those said to be most involved in programing acquisitions were the general managers and program managers. One-quarter of business and financial managers said they had no involvement in cash programing decisions while sales managers had slightly more involvement. Sales managers were less involved in the acquisition of barter programing than financial managers.

The lack of involvement may lead to apathy; almost one-third of the business managers said they had not read their station's May rating book (the BFM survey was conducted in October).

Whether a station undertakes a profit/cost analysis before making a program decision may depend on the type of programing it's considering. For syndicated programs, such analysis is virtually always done, according to the survey, whereas for feature film packages, analysis is always done by only about half the stations. And for barter programs almost two-fifths said they did a profit/cost analysis only "sometimes" or "never."

The survey provided seemingly opposite answers to the question of programing costs. When asked specifically about different programing forms and whether the station expected to increase its expenditures (see chart), most said they were planning to spend the same, except that roughly half of the stations said they will be spending more on local news and other local programing. However, between 30% and 45% said they would spend less on first-run hours, children's shows and mini-series.

When asked whether programing costs overall would increase next year, only 8% of the respondents said they expected station program costs to go down. Roughly one-fifth said that costs would increase between 1% and 5%; one-quarter between 6% and 10%; one-fifth between 11% and 15%, and almost one-quarter said programing costs would increase more than 16%. For a longer-term projection of programing costs there was a similar spread, with more than three-quarters saying cost increases would average 6% or more over the next five years.

Two-thirds of station business managers indicated the amount of network preemptions would not change at their station in the next year. Roughly 15% said they would preempt "somewhat more"; none said they would increase "substantially more." Saying they would preempt "somewhat less" were 13.8%, and "substantially less," 4.8%.

The BFM survey was initially suggested by NATPE, but the final survey was sponsored by BFM alone. Some NATPE members are reportedly upset by the results to one question: "In your opinion, has the advent of barter programing affected your station's profitability?" Twice as many of those responding said that barter had "somewhat" or "substantially" worsened profitability as those who said barter improved profitability. Roughly one of three respondents indicated it had not changed profitability. Barter spots accounted for more than 50 minutes per week at almost two-thirds of the stations responding.

After discussion with some NATPE members, BFM decided to add George Back, president of All American Television, to the panel session at which the survey results will be presented. The survey drew a 15% response rate, said Bob McAuliffe, BFM's executive director. Of the roughly 145 respondents, half were part of privately owned station groups; another quarter were part of publicly held station groups, with most of the rest being stand-alone privately owned stations. ☐

Program spending strategies: Keeping the cash at the station*

Percentage intending to spend	More	Less	Same
Local programing	51.9	6.2	41.7
Local news	45.6	5.5	48.8
Sports	25.3	16.1	58.4
Off-network sitcoms	21.6	27.6	50.7
First-run sitcoms	18.8	22.8	58.2
Game shows	12.0	26.6	61.2
First-run hours	11.2	31.8	56.8
Kids-live action	8.7	39.6	51.5
Animation	7.0	43.3	49.6
Mini-series	6.3	44.4	49.2
Off-network hours	5.0	65.0	30.0

**From 1988 BFM survey. Number of responses varied by programing category. Average response was 120.*

special

Chick Hearn, ***Los Angeles Lakers Basketball***, Prime Ticket ☐ Sports play-by-play announcer

Marc Payton, ***NFL: Cleveland at San Francisco***, ESPN ☐ Directing live sports events coverage special or series

Rip Torn, ***Laguna Heat***, HBO ☐ Supporting actor in a movie or mini-series

Juliet Stevenson, ***The Race for the Double Helix***, A&E ☐ Supporting actress in a movie or mini-series

Stockard Channing, ***HBO Showcase: Tidy Endings***, HBO ☐ Actress in a dramatic or theatrical special

Daniel Massey, ***HBO Showcase: Intimate Contact***, HBO ☐ Actor in a dramatic or theatrical special

Richard Hartley, ***HBO Showcase: The Impossible Spy***, HBO ☐ Original score

Joey Carbone, Michelle Nicastro, Tom Gammill, Max Pross, ***It's Garry Shandling's Show***, Showtime ☐ Original song

Billy Joel, ***HBO World Stage: Billy Joel from Leningrad, USSR***, HBO ☐ Performance in a music special

Matt Forest, ***Wired***, USA ☐ Art direction: Program graphics

Mauro Pagano, ***Aida***, Bravo ☐ Art direction for a comedy or music special

Alan Price, ***The Ray Bradbury Theater: Punishment Without Crime***, USA ☐ Art direction for a comedy or dramatic series

Ken Sharp, ***Codename: Kyril***, Showtime ☐ Art direction for a dramatic or theatrical special, movie or mini-series

Jurgen Rose, ***Onegin***, Bravo ☐ Costume design for a comedy or music special

Annie Hardinge, ***Blackadder the Third***, A&E ☐ Costume design for a comedy or dramatic series.

Ruth Myers, ***Baja Oklahoma***, HBO ☐ Costume design for a dramatic or theatrical special, movie or mini-series

Sheryl Leigh-Ptak, ***HBO Comedy Hour Live: Harry Shearer: The Magic of Live***, HBO ☐ Makeup

Wildlife Chronicles, Discovery Channel ☐ Educational or instructional series

AIDS: Everything You and Your Family Needs to Know...But Were Afraid to Ask, HBO ☐ Educational or instructional special

Living Dangerously: Paucartambo: Adventure Down the Inca River, A&E ☐ Recreation and leisure special or series

Ballerina, A&E ☐ Cultural or performing arts special or series

Cinemax Sessions, Cinemax ☐ Music series.

The Ninth Annual ACE Awards, HBO ☐ Variety special or series

Ken Russell, ***Bravo Profile: The South Bank Show: Ken Russell's ABC of British Music***, Bravo ☐ Writing a music special or series

Antony Jay, Jonathan Lynn, ***Yes, Prime Minister***, A&E ☐ Writing a comedy series

Gavin Millar, ***HBO Showcase: Tidy Endings***, HBO ☐ Directing a dramatic or theatrical special

Tony Mitchell, ***Cinemax Sessions: Roy Orbison & Friends: A Black and White Night***, Cinemax ☐ Directing a music series

Keith MacMillan, ***The Second Annual Prince's Trust All Star Rock Concert***, HBO ☐ Directing a music special

Bill Klages, Bob Dickinson, Kirk Witherspoon, Olin Younger, ***Videopolis Superstar Special***, Disney Channel ☐ Direction of photography and/or lighting direction for a comedy or music special.

Jack Wallner, ***Vietnam War Story: R&R***, HBO ☐ Direction of photography and or lighting direction for a comedy or dramatic series

Mikael Salomon, ***The Man Who Broke 1,000 Chains***, HBO ☐ Direction of photography andor lighting direction for a dramatic or theatrical special, movie or mini-series

Mike Hoover, Tim Huntley, ***Afghanistan—The Secret War***, Discovery ☐ Editing for a documentary special or series.

Glenn A. Morgan, Ted Levy, ***Motown on Showtime: Michael Jackson...The Legend Continues***, Showtime ☐ Editing for a comedy special or series-music special

Ralph Sheldon, ***Mandela***, HBO ☐ Editing for a dramatic special or seriestheatrical special, movie or mini-series

Double Dare, Nickelodeon ☐ Game show special or series

In Search of a Drug-Free America, CNN ☐ Short-form programing special or series

America Undercover, HBO ☐ Documentary series

Peter Ustinov, ***Peter Ustinov in China***, Discovery ☐ Informational or documentary host

Inside Politics '88, CNN ☐ News special or series

CNN's Coverage of the Washington and Moscow Summits, CNN ☐ Extended news or public affairs coverage

In the Wee Wee Hours, Discovery Channel ☐ Public affairs special or series

Week 17 goes to NBC, delivering 37.7 million households

NBC took the ratings week (ended Jan. 15) with a 16.1 rating and 25.9 share. ABC finished second with a 13.0/21.0. CBS fell to third place with a 12.6/20.3 for the week.

Last year, NBC took the 17th week of the 1987-88 season with an 18.0/28.5, while CBS came in second with a 13.7/21.7 and ABC third with a 12.5/19.8. Those ratings numbers represented a combined 44.2 rating, or 39.2 million households.

In the evening news race for week 17, CBS won with a 12.1/21 over ABC's 11.4/19 and NBC's 10.9/15. For the same week last year, the news numbers were: CBS, 12.5/21; ABC, 12.0/20, and NBC, 11.9/20.

In prime time, Monday went to NBC, which averaged a 15.6/24.0. ABC and CBS tied, scoring a 14.2 rating each. Part two of NBC's *Twist of Fate* averaged a 15.2/24 and ranked 33rd for the week, beating ABC's competing Monday movie, *Prince of Bel Air*, which averaged a 14.6/23 to rank 37th.

Tuesday went to ABC's 18.2/28.1, edging out NBC's 17.9/27.7 and leaving behind CBS's 11.1/16.6. CBS's Tuesday movie, the theatrical "Starman," averaged an 11.8/18 to rank 50th for the week.

Wednesday went to NBC, which pulled a 15.1/24.3. ABC averaged a 14.2/23.3, and CBS a 9.4/15.5.

Thursday went to NBC's 24.1/37.1. CBS managed a 12.3/19.3 and ABC an 8.0/12.4.

Friday night was an ABC win—15.7/26.6—with the nearest competitor being CBS, which pulled a 12.7/21.7 for the night. NBC averaged a 10.7/18.3.

Saturday was another NBC win, 18.9/33.8. The closest ABC could come was an 8.5/15.1 evening average, while CBS posted a 6.8/11.8. Sunday was CBS's night when the network posted a 19.3/30.4. ABC came in with a 12.7/19.8. NBC closed out the night with an 11.9/18.3.

Nielsen		Net	
1.	29.8/45	N	Cosby Show
2.	26.1/39	N	Different World
3.	25.4/38	N	Cheers
4.	23.4/34	A	Roseanne
5.	22.5/34	A	Who's the Boss?
6.	22.2/38	N	Golden Girls
7.	21.9/33	C	Murder, She Wrote
8.	21.3/35	C	60 Minutes
9.	21.2/34	N	L.A. Law
10.	20.9/32	N	Dear John
11.	20.6/36	N	Empty Nest
12.	20.1/30	N	In the Heat of the Night
13.	19.6/30	N	Unsolved Mysteries
14.	19.2/30	A	Growing Pains
15.	19.1/36	N	Hunter
16.	18.1/27	N	Matlock
17.	17.6/26	N	ALF
18.	17.4/26	C	Designing Women
19.	17.4/25	C	Murphy Brown
20.	17.3/28	C	CBS Sunday Movie
21.	17.2/29	A	Full House
22.	17.0/29	N	Amen
23.	16.9/26	A	Wonder Years
24.	16.7/26	A	ABC Sunday Movie
25.	16.5/25	A	Moonlighting
26.	16.2/28	A	20/20
27.	16.1/25	N	Night Court
28.	16.0/27	A	Perfect Strangers
29.	15.6/25	C	Knots Landing
30.	15.6/26	N	Midnight Caller
31.	15.6/28	N	227
32.	15.4/22	N	Hogan Family
33.	15.2/24	N	NBC Monday Movie
34.	15.0/25	A	Mr. Belvedere
35.	15.0/25	A	thirtysomething
36.	14.9/25	C	Dallas
37.	14.6/23	A	ABC Monday Movie
38.	14.4/21	C	Kate and Allie
39.	13.7/23	A	Just the Ten of Us
40.	13.6/22	N	My Two Dads
41.	13.5/20	A	MacGyver
42.	13.4/20	N	Family Ties
43.	13.3/21	N	NBC Sunday Movie
44.	12.8/19	C	Newhart
45.	12.5/22	A	China Beach
46.	12.2/21	C	Falcon Crest
47.	12.2/24	C	Wiseguy
48.	12.0/19	A	Presidential Farewell Address
49.	12.0/21	N	Miami Vice
50.	11.8/18	C	CBS Tuesday Movie
51.	11.6/19	C	Almost Grown
52.	11.3/18	C	Equalizer
53.	11.0/19	C	Beauty and the Beast
54.	11.0/17	C	48 Hours
55.	10.8/16	A	Dynasty
56.	10.8/18	N	Miami Vice Special
57.	10.5/17	A	Hooperman
58.	10.4/15	N	Day by Day
59.	10.3/16	C	Paradise
60.	10.3/15	F	Married...With Children
61.	9.8/17	A	ABC Saturday Movie
62.	9.6/14	C	Tour of Duty
63.	9.3/16	N	World of Disney, special
64.	9.1/14	F	America's Most Wanted
65.	8.9/14	N	Magical World of Disney
66.	8.8/13	A	Mission: Impossible
67.	8.4/14	A	Incredible Sunday
68.	7.9/15	N	Tattinger's
69.	7.2/12	C	CBS Saturday Movie, special
70.	7.1/13	C	West 57th
71.	7.1/12	F	21 Jump Street
72.	7.0/11	A	Heartbeat
73.	6.3/10	A	Knightwatch
74.	6.2/10	C	TV 101
75.	6.0/11	A	Murphy's Law
76.	5.2/8	F	Garry Shandling Show
77.	5.0/9	C	Dirty Dancing
78.	4.7/8	F	Reporters
79.	4.1/6	F	Tracey Ullman Show
80.	3.6/6	F	D. Hartman-Early Warning

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Vol. 116 No. 5

Showing off at NATPE...

Annual programer gathering in Houston has become increasingly stratified, say some observers of floor show. **PAGE 27.** Issues tackled during panel sessions included whether tabloid TV has gone too far, impact of local programing and regulatory issues facing television. **PAGE 36.**

Affiliates meet...

ABC, NBC and CBS brief their respective affiliates on upcoming programing and promotional efforts. **PAGE 30.**

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32/*EISNER'S PROGRAMING STANDARDS*

Walt Disney Chairman and CEO Michael Eisner urges TV executives to "just say 'no' to opportunistic television."

41/*NBC SWEEPS UP*

NBC-TV's winning streak continues in market-by-market Arbitron rankings for November 1988 sweeps.

42/*PROMOTING THE 'BOSS'*

Columbia Pictures Television hires former network promotion executive Steve Sohmer to create multimillion-dollar market-by-market promotional campaign for syndication debut of off-network *Who's the Boss?*

45/*AFTER CONSOLIDATION*

Cable programers continue to see their revenue base partially eroded with growing consolidation in cable industry.

48/*SELLING RADIO*

Radio Advertising Bureau's 1989 Managing Sales Conference this week is expected to draw full house, as radio executives head to Dallas for four days of workshops and in-depth forums.

50/*CHANGE OF ADDRESS*

NBC Radio Network's news operation moves into shared facilities with co-owned Mutual Broadcasting System in Arlington, Va., in effort to solve problems of coordinating its newscasts and to cut costs.

54/*ESPN ABROAD*

ESPN unveils plans to step up international distribution of cable sports channel in Latin America and Pacific and enhanced sports syndication service to European television outlets.

56/*GOING FOR 100% PARITY*

Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) prepare legislation that would establish more stringent equal employment opportunity requirements for broadcasting and cable.

44/*BEING THERE*

Former Presidents Jimmy Carter and Gerald Ford, addressing Gannett Center conference in New York, give advice to President Bush about his relationship to press and speak frankly about their use of media while in White House.

58/*SLIM CHANCE*

FCC's chances of successfully defending in court its rule banning indecent programing on 24-hour basis appear slight.

64/*SMPTE '89*

Society of Motion Picture and Television Engineers' meeting in San Francisco this week splits focus between current technology and high-definition TV.

69/*NRB IN WASHINGTON*

Religious broadcasters to convene, hoping to put controversy behind them to focus on continued growth. Among those expected to attend: Vice President Dan Quayle and possibly President George Bush.

95/*PRESIDENT'S 'OLD BUREAUCRAT'*

President George Bush's press secretary Marlin Fitzwater has spent more than 20 years in government service, but for many recipients of his briefings, he is breath of fresh air.

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Where Things Stand

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[illegible]

FCC is expected to act in first quarter of 1989 to adopt new rules to improve technical quality of AM radio signals. Among new rules will be mandatory observance of National Radio Systems Committee standard. It is not yet known whether commission will mandate NRSC-1 audio standard, NRSC-2 emission standard, or both.

Also expected in early 1989 will be proposal on how to implement expanded AM band. Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC has indicated that some channels will be reserved for national licensees but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

Despite opposition of National Association of Broadcasters, FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM stations. NAB believes move will lead to "AM-ization" of FM band.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

Antitrafficking

Issue essentially boils down to reimposition of FCC's three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

■ Cable television industry is under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio) has announced his plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23). Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings. Bill would strengthen municipal authority to regulate cable rates.

Cities are unhappy with developments within industry and approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 this year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services.

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes. Top motion picture and cable executives are holding talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

Children's Television

Proponents of children's TV legislation suffered blow when President Reagan pocket vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress. Quick Hill action on revived version

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	[illegible]	1,187	[illegible]
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ [illegible] TV	[illegible]	[illegible]	[illegible]
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ [illegible] LPTV	[illegible]	[illegible]	[illegible]
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†

Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit.

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □ Copyright 1989 by Broadcasting Publications Inc.

light of congressional action, FCC will not go ahead with its remand rulemaking.

[illegible]

Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. PanAmSat saw its first satellite, PAS 1, go into orbit June 15, 1988, aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

Hollywood film studios have sold nearly billion dollars in movie packages to British pay satellite TV channels in recent weeks. British Satellite Broadcasting, UK direct-to-home service to launch this year, has closed more than $600 million in multi-year film deals with Paramount, Universal, Columbia/Tri-Star, MGM/UA and Warner. Rival Sky Movies service of Rupert Murdoch, launching this winter on European Astra satellite, has tied up with Walt Disney, Warner and Murdoch-owned 20th Century Fox.

Luxembourg's Astra satellite, being positioned as Europe's new "hot bird" for cable and direct broadcasting, launched successfully Dec. 10 and is preparing to become operational with first programing next month. On 16-channel Astra so far are Rupert Murdoch's Sky Television package (Disney Channel, news, sports, movies, arts and general entertainment) and MTV.

Britain's Conservative government proposed massive overhaul of UK broadcasting system to be debated in parliament during 1989. Proposed changes include opening of new fifth terrestrial TV channel, auctioning of regional commercial TV franchises, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into that country for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based China-UK consortium, are proposed exports in question.

Intelsat board of governors approved $394.3 million Intelsat VII series contract with Ford Aerospace during Sept. 8-15, 1988, meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

And in Geneva on Oct. 6, 1988, World Administrative Radio Conference dealing with satellites' use of fixed satellite services completed second and concluding session. Conference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 14/11-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Continues on page 82.

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important component of children's programing. "It's important that we have programing where children can watch other children performing," he said. "The problem with live action is that it doesn't survive in the long run, especially against animation," he said.

According to NBC's Vinson, there are no plans at the network to get out of Saturday morning children's programing. She said that NBC Entertainment head Brandon Tartikoff last year was quoted as saying that the network was looking at rescheduling Saturday morning with older-skewing programing. "He was somewhat misquoted," said Vinson. She added that she sees the networks owning their own children's programs in the future. □

Petry's Kurlander and Fentress rate syndicated fare

In their annual review of the new syndication season announced at the NATPE convention, Petry Television programing executives Dick Kurlander and Jack Fentress gave *Perfect Strangers* their highest score for new off-network product.

On a scale of one to 10, *Perfect Strangers*, which debuts in syndication in 1990, got an eight, based on its "star network performance."

227, also scheduled for 1990 syndication release, was given a 7.5, based on its "very good urban appeal." However, the two executives said the show was priced "on the high side."

In the one-hour off-network category, *Highway to Heaven* was rated a marginal 5, and those interested in the program were advised to try to get the barter component reduced.

Among new game shows, Warner Bros.' *Third Degree* was rated highest with an 8, followed by *Couch Potatoes* and *Star*Play*, each with a 6, and *Celebrity Secrets* and *Jack Pot*, each with a 5.

In the reality magazine strip category, the top four shows were *After Hours*, 8; *Crime Watch Tonight*, 5.5, and *Reward* and *Tabloid*, each with a 5. *Crime Stoppers 800*, a weekly show in the same category, received a 6. The new court show from Viacom, *Trial By Jury*, received a 5, despite "bad acting" in the pilot. The executives also cautioned stations about the show's "strange" barter split of 1.5 minutes within the program, plus an additional 1.5 minutes spun off to a different time period.

A lot of hoots came from the crowd of Petry clients when Kurlander and Fentress awarded the new *Roller Games* a 7.5. While the crowd thought that was high, the two executives stressed the show's good counterprograming value.

Ratings for weekly first-run half-hours came down as follows: *Byron Allen Show*, *Crimes of the Century* and *Lassie* all got 7's, while *InSport* and *Remote Control* received 5's.

Two new talk shows each received a 6—the *Joan Rivers Show* strip and the weekly *CopTalk*.

In the animation category, *Denver, the Last Dinosaur*, this season's weekly that goes to strip next year, and *Super Mario Brothers* each received 8's. *Muppet Babies* got a 7, *Police Academy* a 6 and *The New Archies*, a 5. *Pictionary*, the new children's game show, received a 5.5.

Three proposed projects announced for next fall are already dead, according to Kurlander and Fentress— two—GTG's *Beverly Sills Show*, Palladium's *I Guess* and Buena Vista's *20 Questions*. □

Programing

NBC's sweeps streak continues

Once again, NBC-TV posted a commanding lead in the market-by-market Arbitron rankings for the November 1988 sweeps (BROADCASTING, Dec. 5, 1988).

According to BROADCASTING's analysis of Arbitron's sweeps of TV households during prime time for the 212 markets measured, NBC scored 106 outright wins and 10 ties. ABC came in second with 59 wins and seven ties, while CBS had 36 wins and six ties.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., ET). Numbers are in thousands (add 000). Boldfaced numbers indicate market winners. Dashes indicate no primary or secondary affiliation in that market. The information is copyright © 1989 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron.

	1989 TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Abilene-Sweetwater, Tex. (156)	17	15	**21**
Albany, Ga. (153)	—	—	**50**
Albany-Schenectady-Troy, N.Y. (53)	**74**	72	72
Albuquerque, N.M. (56)	**70**	38	**70**
Alexandria, La. (166)	6	—	**40**
Alpena, Mich. (211)	—	**4**	—
Amarillo, Tex. (116)	**32**	19	23
Anniston, Ala. (192)	—	**10**	—
Ardmore-Ada, Okla. (175)	**21**	20	16
Atlanta (12)	195	176	**232**
Augusta, Ga. (104)	**36**	29	26
Austin, Tex. (69)	**51**	45	36
Bakersfield, Calif. (145)	**22**	18	**22**
Baltimore (22)	156	116	**163**
Bangor, Me. (157)	15	**20**	**20**
Baton Rouge (93)	**54**	47	43
Beaumont-Port Arthur, Tex. (126)	29	30	**37**
Bend, Ore. (207)	—	—	**4**
Billings-Hardin, Mont. (164)	**12**	**12**	**12**
Biloxi-Gulfport-Pascagoula, Miss. (158)	**31**	—	—
Binghamton, N.Y. (136)	13	**34**	18
Birmingham, Ala. (47)	**90**	34	103
Bluefield-Beckley-Oak Hill, W.Va. (144)	17	—	**26**
Boise, Idaho (137)	**26**	14	**26**
Boston (6)	295	226	**338**
Bowling Green, Ky. (193)	**18**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	21	38	**56**
Buffalo, N.Y. (38)	94	57	**95**
Burlington-Plattsburgh, Vt. (92)	15	**38**	28
Butte, Mont. (188)	7	**9**	6
Casper-Riverton, Wyo. (191)	3	6	**12**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	46	39	**57**
Charleston, S.C. (108)	28	34	**41**
Charleston-Huntington, W.Va. (51)	60	55	**93**
Charlotte, N.C. (31)	88	**92**	52
Charlottesville, Va. (198)	—	—	**10**
Chattanooga (83)	45	38	**56**
Cheyenne, Wyo.-Scttsblff, Neb.-Strlng, Colo. (186)	—	**12**	—
Chicago (3)	**494**	309	472
Chico-Redding, Calif. (143)	**32**	19	12
Cincinnati (29)	97	87	**117**
Clarksburg-Weston, W.Va. (162)	—	**22**	18
Cleveland (11)	**272**	182	246
Colorado Springs-Pueblo (99)	28	29	**32**
Columbia, S.C. (86)	29	27	**73**
Columbia-Jefferson City, Mo. (151)	16	22	**29**
Columbus, Ga. (115)	**38**	23	18
Columbus, Ohio (33)	92	91	**121**
Columbus-Tupelo, Miss. (131)	8	26	**47**
Corpus Christi, Tex. (122)	**30**	21	28

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC
Dallas-Fort Worth (8)	**286**	209	209
Davenport, Iowa-Rock Island-Moline, Ill. (79)	45	43	**57**
Dayton, Ohio (49)	70	**77**	70
Denver (19)	171	108	**182**
Des Moines (66)	51	52	**57**
Detroit (7)	263	204	**335**
Dothan, Ala. (159)	9	**32**	—
Duluth, Minn.-Superior, Wis. (123)	**32**	23	27
El Centro, Calif.-Yuma, Calif. (181)	6	4	**9**
El Paso, Tex. (102)	37	23	**40**
Elmira, N.Y. (169)	11	—	**12**
Erie, Pa. (141)	20	16	**32**
Eugene, Ore. (120)	24	**26**	19
Eureka, Calif. (187)	—	5	**7**
Evansville, Ind. (91)	**43**	29	39
Fargo, N.D. (109)	26	27	**28**
Flagstaff, Ariz. (205)	—	—	**8**
Flint-Saginaw-Bay City, Mich. (58)	73	35	**85**
Florence, S.C. (132)	17	**41**	—
Fort Myers-Naples, Fla. (98)	25	34	**37**
Fort Smith, Ark. (140)	**23**	**23**	18
Fort Wayne, Ind. (101)	**43**	30	33
Fresno-Visalia, Calif. (62)	50	37	**52**
Gainesville, Fla. (167)	**21**	—	—
Glendive, Mont. (212)	—	**1**	**1**
Grand Junction, Colo. (179)	7	**10**	5
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	75	64	**93**
Great Falls, Mont. (182)	**12**	8	7
Green Bay-Appleton, Wis. (67)	**64**	43	62
Greensboro-Winston Salem-High Point, N.C. (48)	76	74	**78**
Greenville-New Bern-Washington, N.C. (106)	26	32	**56**
Greenville-Asheville-Spartanburg, S.C. (36)	77	81	**112**
Greenwood-Greenville, Miss. (170)	**20**	11	—
Hagerstown, Md. (196)	—	—	**14**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	58	54	**92**
Harrisonburg, Va. (199)	**13**	—	—
Hartford-New Haven, Conn. (23)	117	125	83
Helena, Mont. (209)	—	—	**4**
Houston (10)	**239**	145	198
Huntsville-Decatur-Florence, Ala. (80)	44	37	**48**
Idaho Falls-Pocatello (160)	13	13	**18**
Indianapolis (26)	118	96	**127**
Jackson, Miss. (85)	29	45	**60**
Jackson, Tenn. (180)	**23**	—	—
Jacksonville, Fla. (57)	44	**64**	60
Johnstown-Altoona, Pa. (88)	11	38	**71**
Jonesboro, Ark. (176)	**27**	—	—
Joplin, Mo.-Pittsburg, Kan. (121)	**27**	24	26
Kansas City, Mo. (30)	102	97	**122**
Knoxville, Tenn. (60)	59	37	**75**
La Crosse-Eau Claire, Wis. (129)	18	21	**37**
Lafayette, Ind. (194)	—	**9**	—
Lafayette, La. (113)	33	**47**	—
Lake Charles, La. (173)	—	—	**36**
Lansing, Mich. (105)	—	40	**43**
Laredo, Tex. (199)	3	2	**4**
Las Vegas (94)	32	28	**35**
Laurel-Hattiesburg, Miss. (165)	—	6	**31**
Lexington, Ky. (75)	34	44	**45**
Lima, Ohio (197)	—	—	**17**
Lincoln-Hastings-Kearney, Neb. (95)	21	**36**	13
Little Rock, Ark. (55)	72	59	**80**
Los Angeles (2)	609	441	**614**
Louisville, Ky. (46)	55	78	**94**
Lubbock, Tex. (150)	15	18	**22**
Macon, Ga. (130)	19	**35**	20
Madison, Wis. (90)	33	**39**	35
Mankato, Minn. (208)	—	**10**	—
Marquette, Mich. (184)	—	**18**	—
McAllen-Brownsville, Tex. (114)	**22**	21	19
Medford, Ore. (152)	14	15	**29**
Memphis (41)	61	89	**130**
Meridian, Miss. (177)	**16**	6	6
Miami (14)	**185**	141	181
Milwaukee (28)	93	78	**110**
Minneapolis-St. Paul (13)	**175**	174	157
Minot-Bismarck-Dickinson, N.D. (148)	10	19	**30**
Missoula, Mont. (174)	**19**	10	18
Mobile, Ala.-Pensacola, Fla. (63)	61	65	**74**
Monroe, La.-El Dorado, Ark. (118)	14	**45**	30
Montgomery-Selma, Ala. (107)	13	31	**60**

Sohmer to create extensive promotional campaign for 'Boss' syndication debut

Columbia Pictures Television has hired former network promotion guru Steve Sohmer to create a multimillion dollar market-by-market promotion campaign for the off-network *Who's The Boss?*, which debuts in syndication next fall.

Sohmer was among the most widely praised network promotion executives of his time, at both CBS and then NBC, where he created the "Be There" campaign, which was implemented during the network's climb from the cellar to first place.

He left NBC in 1986 to become president and chief operating officer of Columbia Pictures, and formed his own production and marketing company in October 1987.

The creative details of the *Boss* promotion will be announced at the Broadcast Promotion and Marketing Executives/Broadcast Designers Association in June.

But Columbia officials and Sohmer stressed last week at a press conference that Sohmer was hired to develop a campaign not unlike those he developed at the networks that were praised for their attention to individual affiliate needs.

The approach will be to promote and position not just the show itself, but also the entire early fringe and news time block or news-access block, depending where the show is scheduled. "This will be a station driven campaign," said Sohmer. "We will think through the programing environment the show is in." Actor Tony Danza and the rest of the *Boss* cast will cooperate in producing station-tailored promos, as their schedules permit, said Sohmer.

Sohmer was somewhat critical of the way *The Cosby Show* has been promoted by Viacom, suggesting that that company put too much emphasis on promoting the show itself and not enough focus on positioning the show within the schedule. "Where was Bill Cosby saying stick around for the best news in town?" Sohmer asked, adding that Cosby has so far failed to give the substantial boost to lead-out programing that Viacom suggested it would. ☐

NBC hopes boxing is one-two punch

Network is putting more resources behind 'NBC Boxing Tour' to woo more advertisers and viewers

Already reacting to the certain loss of baseball telecasts in 1991, NBC has decided to add muscle to its boxing telecasts, and last week it announced a new marketing plan for the 1989 "NBC Boxing Tour." The network is planning to beef up its rights acquisition budget and is hoping to get additional sponsors to supplement the existing commitment of Anheuser-Busch. Jonathan Miller, NBC sports vice president for program planning and development, said the new effort should "help to keep boxing on network TV."

The plans were unveiled at a press conference last Wednesday (Jan. 25) held to promote its first matchup, a junior middleweight championship bout between Robert (Bam Bam) Hines and Darrin (The Schoolboy) Van Horn, to be telecast from Atlantic City on Sunday, Feb. 5. One source suggested that NBC spent more than $300,000 to secure the rights to that fight—which will air on *NBC SportsWorld*—significantly more than the network was said to have traditionally spent. Since the networks rarely bid against each other for fights, NBC is hoping the extra money will be able to land rights for higher quality match-ups. TV boxing rights, according to several network executives, have been flat or moderately lower in recent years.

The network's boxing tour also serves as an illustration of how the broadcast networks are working hard to market their programing to advertisers. In addition to Anheuser-Busch it has also signed Castrol motor oil as a sponsor. The network has promised sponsors they will be able to choose the site of at least one bout, enabling them to use the fight more effectively for their own marketing.

Recently, most boxing sponsorship has been done by Anheuser-Busch and other beer companies. Many other advertisers are

	1989 TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Nashville (32)	83	102	**132**
New Orleans (35)	82	102	**109**
New York (1)	948	694	**988**
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	76	65	**87**
North Platte, Neb. (210)	—	—	**7**
Odessa-Midland, Tex. (146)	**23**	16	20
Oklahoma City (39)	79	78	**92**
Omaha (72)	55	45	**57**
Orlando-Daytona Beach-Melbourne, Fla. (25)	127	96	**134**
Ottumwa, Iowa-Kirksville, Mo. (204)	**15**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (76)	31	50	**62**
Palm Springs, Calif. (178)	**8**	—	6
Panama City, Fla. (171)	17	—	**24**
Parkersburg, W.Va. (183)	—	—	**9**
Peoria-Bloomington, Ill. (110)	**33**	23	32
Philadelphia (4)	**447**	314	396
Phoenix (20)	**152**	105	126
Pittsburgh (16)	**214**	154	166
Portland, Ore. (27)	**105**	83	104
Portland-Poland Spring, Me. (73)	**51**	29	49
Presque Isle, Me. (203)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (44)	82	51	**98**
Quincy, Ill.-Hannibal, Mo. (154)	—	20	**26**
Raleigh-Durham, N.C. (34)	**94**	82	43
Rapid City, S.D. (168)	**20**	—	13
Reno (119)	**26**	17	20
Richmond, Va. (61)	**61**	**61**	**61**
Roanoke-Lynchburg, Va. (70)	37	55	**58**
Rochester-Austin, Minn.-Mason City, Iowa (147)	**23**	16	**23**
Rochester, N.Y. (71)	**53**	42	52
Rockford, Ill. (139)	27	21	**31**
Roswell, N.M. (195)	—	**9**	—
Sacramento-Stockton, Calif. (21)	131	101	**141**
St. Joseph, Mo. (189)	**12**	—	—
St. Louis (18)	127	146	**203**
Salinas-Monterey-San Jose, Calif. (111)	**48**	14	39
Salisbury, Md. (163)	13	**19**	18
Salt Lake City (40)	81	62	**85**
San Angelo, Tex. (190)	—	**9**	—
San Antonio,Tex. (43)	73	64	**82**
San Diego (24)	**113**	89	86
San Francisco-Oakland-San Jose (5)	**289**	217	262
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)	**28**	18	21
Sarasota, Fla. (155)	**24**	—	—
Savannah, Ga. (103)	19	**39**	35
Seattle-Tacoma (15)	**197**	113	175
Shreveport, La.-Texarkana, Tex. (65)	58	52	**67**
Sioux City, Iowa (128)	**30**	8	**30**
Sioux Falls-Mitchell, S.D. (100)	36	**44**	22
South Bend-Elkhart, Ind. (84)	38	43	**58**
Spokane, Wash. (77)	47	38	**51**
Springfield, Mass. (96)	36	—	**39**
Springfield, Mo. (82)	23	45	**60**
Springfield-Decatur-Champaign, Ill. (74)	39	46	**57**
Syracuse, N.Y. (68)	55	50	**62**
Tallahassee, Fla.-Thomasville, Ga. (117)	11	**42**	11
Tampa-St.Petersburg-Sarasota (17)	172	155	**192**
Terre Haute, Ind. (125)	12	26	**34**
Toledo, Ohio (64)	52	60	**78**
Topeka, Kan. (138)	16	**24**	21
Traverse City-Cadillac, Mich. (134)	18	**35**	32
Tucson, Ariz. (81)	48	27	**49**
Tulsa, Okla. (54)	**75**	63	70
Tuscaloosa, Ala. (185)	—	**8**	—
Twin Falls, Idaho (202)	—	**7**	3
Tyler-Longview, Tex. (124)	**50**	11	19
Utica, N.Y. (161)	12	—	**21**
Victoria, Tex. (206)	4	—	**6**
Waco-Temple, Tex. (97)	22	**40**	32
Washington (9)	**243**	200	223
Watertown-Carthage, N.Y. (172)	5	**13**	**13**
Wausau-Rhinelander, Wis. (133)	30	**28**	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	54	29	**85**
Wheeling, W.Va.-Steubenville, Ohio (142)	—	**32**	**32**
Wichita-Hutchinson, Kan. (59)	49	**59**	55
Wichita Falls, Tex.-Lawton, Okla. (135)	18	19	**23**
Wilkes Barre-Scranton, Pa. (52)	**83**	48	74
Wilmington, N.C. (149)	25	6	**54**
Yakima, Wash. (127)	**24**	**24**	**24**
Youngstown, Ohio (89)	41	37	**48**
Zanesville, Ohio (201)	—	—	**10**

said to be reluctant to be associated with the sport, although some are associated indirectly through the various sports anthology shows, where ABC, CBS and NBC carry much of their boxing. Kevin Monaghan, director of boxing for NBC Sports, said that obtaining sponsorship for boxing will allow the network to obtain "a solid advertising base instead of relying on the scatter market."

By going after better fights, NBC may also be hoping to overcome the ratings decline which has affected boxing telecasts on the three networks. The decline extends, according to one sports advertiser, to even the targetted male demographic which boxing has been especially effective in delivering. In addition to slight declines in household ratings for the sports anthologies over the past three years, A.C. Nielsen data shows that boxing special events on network TV dropped from a 3.8 household rating in 1986, to a 3.4 in 1987, to a 3.2 last year. □

Super Bowl XXIII scores a 43.5/68

The Super Bowl matchup of the San Francisco 49er's and the Cincinnati Bengals delivered an average 39.3 million households, surpassing Super Bowl XXII's 41.9 rating/62 share, or 37.1 million households. The 37-minute post-game show pulled in a 32.5/49, to take second place for the prime time week (week 18, ended Jan. 22). NBC won six of the week's seven nights, conceding Friday to ABC's 14.8/24.6. The final ratings averages for week 18: NBC, 20/32; ABC, 12.1/19.5, and CBS, 12.0/19.3. ABC's *World News Tonight* won the evening news race, with an 11.7/20 over CBS's 11.6/20 and NBC's 11.5/20.

Nielsen	□	**Net**	
1.	43.5/68	N	Super Bowl XXIII
2.	32.5/49	N	Super Bowl XXIII, postgame
3.	25.3/39	N	Cosby Show
4.	22.7/33	A	Roseanne
5.	22.7/34	N	Cheers
6.	22.1/33	A	Who's the Boss?
7.	21.4/32	N	Different World
8.	21.1/36	N	Golden Girls
9.	20.9/35	N	NBC Sunday Movie
10.	20.5/34	N	L.A. Law
11.	19.8/30	N	Unsolved Mysteries
12.	19.7/31	A	Growing Pains
13.	18.6/29	N	In the Heat of the Night
14.	18.4/28	N	Dear John
15.	18.3/28	A	Head of the Class
16.	18.3/27	N	Matlock
17.	18.1/27	N	ALF
18.	18.0/28	N	NBC Monday Movie
19.	17.1/26	N	Night Court
20.	16.9/26	C	Presidential Inaugural Gala '89
21.	16.6/26	A	ABC Monday Movie
22.	16.5/25	A	Wonder Years
23.	16.4/27	C	Knots Landing
24.	16.1/29	N	Nightingales preview
25.	15.8/26	A	Full House
26.	15.7/27	A	20/20
27.	15.7/27	N	Midnight Caller
28.	15.6/23	N	Hogan Family
29.	15.4/24	A	Moonlighting
30.	15.4/26	N	Bob Hope's Super Bowl Special
31.	15.3/25	C	Dallas
32.	14.8/25	A	Perfect Strangers
33.	14.7/24	N	Father Dowling Mysteries
34.	14.6/22	C	Kate and Allie
35.	14.4/23	N	My Two Dads
36.	14.0/21	C	Murphy Brown
37.	14.0/25	C	Wiseguy
38.	13.5/22	A	Mr. Belvedere
39.	13.4/20	C	Designing Women
40.	13.2/21	A	Just the Ten of Us
41.	13.2/20	A	MacGyver
42.	13.2/23	C	Falcon Crest
43.	13.0/20	A	Hooperman
44.	13.0/20	C	Newhart
45.	12.5/18	C	Murder, She Wrote
46.	12.5/19	C	60 Minutes: Retrospective
47.	12.0/21	A	thirtysomething
48.	12.0/20	C	CBS Tuesday Movie
49.	11.4/20	C	Dolphin Cove
50.	11.2/19	N	Miami Vice
51.	11.1/18	A	ABC Sunday Movie
52.	11.1/18	C	CBS Sunday Movie
53.	11.1/17	C	Equalizer
54.	10.6/17	C	Judds: Across the Heartland
55.	10.3/17	C	Beauty and the Beast
56.	9.9/18	A	Fine Romance Special
57.	9.7/17	A	ABC Saturday Movie
58.	9.6/14	C	Tour of Duty
59.	9.4/17	N	NBC News Special
60.	8.3/16	C	West 57th
61.	7.7/14	A	Murphy's Law
62.	7.1/11	A	Heartbeat
63.	6.7/10	F	Married...With Children
64.	6.6/11	A	All Star Salute to the President
65.	6.6/10	A	Knightwatch
66.	6.6/9	F	America's Most Wanted
67.	5.9/9	A	ABC Movie Special
68.	5.9/10	C	Viva Miami!
69	5.3/8	C	TV 101
70.	4.8/7	F	21 Jump Street
71.	4.7/7	F	Garry Shandling Show
72.	4.6/7	F	Tracey Ullman Show
73.	4.2/7	F	Duet
74.	2.8/5	F	Beyond Tomorrow
75.	2.5/4	F	Reporters

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C1750-1
2/7/89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 6

Night Court
Sold in 139 Markets For Fall '88.

Growing Pains
Sold in 142 Markets For Fall '89.

HEAD of the CLASS
Sold in 86 Markets For Fall '90.

ALF
Sold in 107 Markets For Fall '90.

PERFECT Strangers
Sold in 35 Markets For Fall '90-'91.

MAMA'S FAMILY
Airing on 185 stations.

It's a Living
Airing on 163 stations.

She's the Sheriff
Airing on 157 stations.

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58th Year 1989

Channels by chance?
FCC considers lottery
☐
Whither syndex?

Broadcasting ▱ Feb 6

Vol. 116 No. 6

Moving toward TV-telco compromise...

Telephone industry and broadcast lobbyists take important step toward agreement that would trade guaranteed carriage for political support of telco ambitions in television business. **PAGE 27.**

License lottery...

FCC "tentatively" decides to use weighted lottery in place of comparative hearing process to award new broadcast licenses. **PAGE 27.**

Joined forces...

In this "At Large" interview, four co-producers in international marketplace discuss long-range impact of creating new forms of global programing. Pictured above, clockwise: BROADCASTING editors Adam Glenn, Steve McClellan and Don West with Des Monaghan, Australian TV Network; David Plowright, Granada TV, and Don Taffner, D.L. Taffner. (Not shown, David Simon, Walt Disney Co.) **PAGE 34.**

29/*PRIME TIME NEWS*

CBS's *60 Minutes* correspondent Diane Sawyer moves to ABC, where she will co-anchor new "weekly news variety show" with Sam Donaldson. Meanwhile, NBC gives more details of its new eight-part summer series.

Sawyer

30/*SYNDEX DEALING*

Buena Vista TV's granting of syndicated exclusivity to its program package targeted for nonexclusivity illustrates issue's growing role in syndication deals.

44/*HE'S BAAAACK*

Norman Lear returns to TV programing business, forming joint venture with Columbia Pictures Television to produce shows for all media.

48/*RELIGION AND POLITICS*

National Religious Broadcasters, meeting in Washington, hear praise from Vice President Dan Quayle and news that NRB has severed ties with televangelist Jimmy Swaggart.

Sheraton Washington

CBN founder Pat Robertson

45/*MATTER OF OPINION*

According to some industry observers, stations' interest in editorializing is waning.

46/*STRENGTH IN NUMBERS*

Radio executives say greater cooperation within industry is important element in future growth of medium.

47/*BUSINESS BY SATELLITE*

Satellite business networks undergo what some see as beginning of shakeout as one radio service drops out of competition and two other primary contenders discuss merging.

50/*TV OUTLOOK*

Participants in seminar on TV's outlook for 1989 say that cable and syndication advertising growth are expected to be fastest growing segments in industry.

57/*HDTV OPTIONS*

House Telecommunications Subcommittee receives reports offering ways government could aid high-definition television and electronics industries.

58/*SHADOW OVER FMX*

MIT report casts doubts on effectiveness of FMX stereo receivers. FMX inventors say study procedures are flawed.

60/*BUYOUT DEAL*

Houston Industries agrees to buy four California cities' rights to take over local Rogers Communications cable systems.

79/*FOR LAUGHS*

Former stand-up comic Jay Tarses now gets to sit down while delivering his brand of comedy via television vehicles such as *Molly Dodd*.

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tions early this year.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes, whose proposed 200 watt birds—10 times higher than current fixed satellite service birds—will enable reception of video programing by affordable one-foot downlinks, says Hughes, thereby expanding consumer home satellite market well beyond current two million.

Hughes and GE agree on need to bring together "business system," including programers and cable operators, latter as likely retailers to home market.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ "Action memos" to Telecommunications Subcommittee requested by chairman Ed Markey (D-Mass.) on what policy decisions Congress should make to aid American interests were received last Wednesday (Feb. 1) from several broadcasting and high technology organizations. Major difference of opinion exists between Electronic Industries Association, which emphasized reduction of federal deficit to increase U.S. competitiveness in electronics, and American Electronics Association, which called for federal funding of U.S. electronics industry to develop American HDTV manufacturing. Association of Maximum Service Telecasters called for allocation of funds to establish advanced TV task force within FCC to facilitate adoption and implementation of new HDTV transmission standard.

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Requests to fund projects should be submitted by Feb. 13.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125 line/60 hz HDTV production standard. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are due March 1, 1989.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18, 1988, in Washington. Report, based on finding of week-long meeting, will be submitted to systems subcommittee in February.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	**4,929**	**288**	**5,197**
Commercial FM	**4,141**	**639**	**4,780**
Educational FM	**1,369**	**260**	**1,629**
■ Total Radio	**10,439**	**1,167**	**11,626**
FM translators	**1,650**	**428**	**2,078**
Commercial VHF TV	**545**	**21**	**566**
Commercial UHF TV	**508**	**228**	**736**
Educational VHF TV	**119**	**7**	**126**
Educational UHF TV	**216**	**31**	**247**
■ Total TV	**1,388**	**287**	**1,675**
VHF LPTV	**126**	**163**	**289**
UHF LPTV	**329**	**1,196**	**1,525**
■ Total LPTV	**455**	**1,359**	**1,814**
VHF translators	**2,722**	**102**	**2,829**
UHF translators	**2,110**	**356**	**2,456**

CABLE†	
Total subscribers	**48,637,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**53.8%**
Pay cable penetration	**32%**

* Includes off-air licenses. † *Penetration percentages are of TV household universe of 90.4 million.* [1] Construction permit.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

Mergers and Acquisitions

■ Warner Communications closed its acquisition of Lorimar Telepictures Jan. 11. Under terms of tax-free stock swap approved by Lorimar shareholders Dec. 8, 1988, Lorimar shareholders exchanged roughly 2.7 shares for each common share of Warner. Original definitive agreement for merger had set ratio of about 2.4 Lorimar shares per Warner share, but was revised Oct. 21, 1988. Transaction is valued at more than $1.2 billion, with Warner assuming more than $600 million in Lorimar's debt and Lorimar shareholders receiving Warner stock with a market value of about $625 million. Transaction had been delayed by Sept. 27, 1988, New York state court ruling, upheld by appeals court Dec. 8, 1988. Court ruled that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. On Dec. 29, 1988, Lorimar announced closing of sale of two of three stations it still held: company sold beneficial interest in trust holding two Puerto Rican stations to Orlando broadcaster Timothy Brumlik, for price between $20 and $30 million. Day before merger closed, Lorimar completed sale of last station in its possession, WPGH-TV Pittsburgh.

□ Malrite Communications Group announced Oct. 24, 1988, that it had signed merger agreement with MCG Merger Co., senior management buyout group led by Chairman and CEO Milton Maltz. Price for company's 4.5 million class A and common shares not held by Maltz is stockholders' choice of either $11.125 cash or $9 cash plus debt securities with an expected value of $2.50. Management group will also assume more

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office □
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Open Mike

Sin of omission

EDITOR: We're puzzled by the omission of public television in BROADCASTING's Jan. 16 account of inaugural news preparations.

Not only did PBS offer live coverage of the inauguration, anchored by Paul Duke and produced by WETA-TV, but also: a half-hour highlights program that evening; a week of debates on on the *MacNeil/Lehrer NewsHour*, culminating in a major segment called "Bush's America"; a 90-minute *Frontline* special about Ronald Reagan, and a historical look at inaugurations hosted by Walter Cronkite. On Jan. 29, PBS presented a special hour-long program on the 10 weeks of the Bush transition: "Preparing for Power," reported by Hedrick Smith.

BROADCASTING's oversight is ironic at a time when PBS is being widely praised for a "virtual explosion" of news and public affairs projects, as reporters who attended this month's PBS press tour in Los Angeles have noted. In an era of tabloid television, PBS's in-depth broadcast journalism stands in higher relief than ever, as this season will demonstrate with series like *The Power Game, War and Peace in the Nuclear Age, Secret Intelligence* and *Learning in America.—Barry O. Chase, Vice President, News and Public Affairs Programing, Public Broadcasting Service, Washington.*

Radio lives

EDITOR: Congratulations on your Jan. 9 article, "Harnessing Radio's Strengths for Television."

Many thought us crazy to stay in radio, especially after it was declared officially dead in the 1950's by more than one renowned broadcaster. We in radio hacked, clawed, fought and thought for survival and growth against almost overwhelming disinterest. Television, on the other hand, became a high margin industry where management talent was directed mostly at hanging on to the ascending rocket.

Your article is correct. Radio demanded superior management talent in all the areas you define, and, as a result, radio today is selling megatons of goods and services. Elton Rule made the sagacious observation about 20 years ago that there are few secrets between radio and television. How true.—*Robert R. Pauley, former president, ABC Radio, Landrum, S.C.*

Legacy
invests in the future.

Legacy Broadcasting, Inc. has acquired an equity position in and now operates Metropolitan Broadcasting Corporation.

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WMMR (FM) Philadelphia

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CBS takes second place in prime-time race

Week 19 (ended Jan. 29) went to NBC, when that network registered a 17.1 rating and a 27.4 share. CBS took second place, with a 13.1 rating and a 21.1 share. ABC closed up the ranks with a 12.0 rating and a 19.4 share.

In the evening news race, the *CBS Evening News* won the week with an 11.7/20, followed by the *NBC Nightly News* with an 11.6/20 and ABC's *World News Tonight*, which scored an 11.5/20.

In the Arbitron metered markets, NBC's *Cosby Show* took first place in 10 of the 14 markets. ABC's *Roseanne* took the top spot in Chicago (30.9/46), Philadelphia (32.6/44) and Cleveland (35.0/48). In Miami, NBC's *Golden Girls* pulled in a 19.7/32 to edge out *Cosby*'s 19.6/31.

Nielsen	□	Net	□ Show
1	27.0/42	N	Cosby Show
2	24.8/37	A	Roseanne
3	23.5/36	N	Different World
4	23.4/38	C	60 Minutes
5	22.9/35	A	Who's the Boss?
6	22.1/34	N	Cheers
7	21.8/32	C	Murder, She Wrote
8	21.7/37	N	Golden Girls
9	20.4/30	N	ALF
10	19.8/31	N	Unsolved Mysteries
11	19.6/30	N	Night Court
12	19.2/30	N	NBC Monday Movie
13	18.9/32	N	Empty Nest
14	18.7/29	N	Dear John
15	18.6/29	A	Growing Pains
16	18.6/29	C	CBS Sunday Movie
17	18.0/27	A	Head of the Class
18	17.9/26	N	Hogan Family
19	17.8/27	N	Matlock
20	17.4/27	N	NBC Sunday Movie
21	17.3/32	N	Hunter
22	16.5/28	C	Knots Landing
23	16.4/27	C	Dallas
24	16.4/24	C	Designing Women
25	16.2/24	C	Murphy Brown
26	16.1/28	N	Amen
27	15.4/23	N	Family Ties
28	15.4/27	N	In the Heat of the Night
29	15.3/26	N	L.A. Law
30	15.1/26	N	Nightingales
31	15.0/26	A	20/20
32	14.7/23	A	ABC Sunday Movie
33	14.6/22	A	MacGyver
34	14.3/25	C	Candid Camera
35	14.3/24	N	Father Dowling Mysteries
36	14.0/24	A	Full House
37	14.0/25	N	227
38	13.6/21	A	Wonder Years
39	13.3/22	A	Mr. Belvedere
40	13.3/20	A	Studio 5B Special
41	13.2/23	A	Perfect Strangers
42	13.1/19	N	Day By Day
43	13.0/19	C	Kate and Allie
44	12.8/20	A	ABC Monday Movie
45	12.6/19	C	Newhart
46	12.6/21	N	NBC Friday Movie
47	12.2/20	A	Just the Ten of Us
48	12.0/21	C	Wiseguy
49	11.9/19	C	CBS Tuesday Movie
50	11.4/18	C	48 Hours
51	11.3/19	A	thirtysomething
52	11.0/19	A	Man Called Hawk
53	11.0/17	C	Equalizer
54	10.7/17	N	Magical World of Disney
55.	10.6/16	C	Paradise
56	10.5/18	A	China Beach
57	10.4/16	A	Dynasty
58.	10.4/15	F	Married...With Children
59.	10.2/16	A	Hooperman
60.	10.2/17	C	People Magazine on TV
61.	10.2/15	C	Tour of Duty
62.	10.1/15	F	America's Most Wanted
63.	9.7/16	C	Almost Grown
64.	9.2/16	A	Mission: Impossible
65.	8.7/16	C	West 57th
66.	8.6/15	C	Dolphin Cove
67.	7.3/12	C	Smothers Brothers Variety
68.	7.2/12	A	Heartbeat
69.	7.2/12	A	Incredible Sunday
70.	6.7/13	A	Murphy's Law
71.	6.6/10	A	Fine Romance
72.	6.6/11	F	21 Jump Street
73.	6.5/10	C	TV 101
74.	5.8/9	A	Studio 5B
75.	5.0/7	F	Garry Shandling's Show
76.	4.4/6	F	Television Hall of Fame
77.	4.0/7	F	Reporters
78.	4.0/6	F	Tracey Ullman Show
79.	3.2/5	F	Duet
80.	2.7/5	F	Beyond Tomorrow

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Journalism

Editorializing falling out of favor?

That's the opinion of some who feel TV stations are putting less emphasis on opinion

The current attempt to reintroduce the fairness doctrine—a stepchild of the FCC's decision to permit stations to editorialize—comes at a time when most observers claim stations' interest in editorializing is weak. Numerous editorial directors have been fired over the past few years, and the frequency of editorials at some stations has been cut. Whether more stations intend to eliminate the time and money for expressing a viewpoint is hard to determine, according to those who follow the situation.

Among recent stations that have reportedly dropped their editorial directors are WFSB(TV) Hartford, Conn., and WINS(AM) New York. Steve Smith, editorial director of KNX(AM) Los Angeles, said that in that market "there were 13 people doing editorials on a regular basis in 1984. There are now about four or five and not all of those are editorial directors...some are being pulled out of the newsroom or elsewhere. I think the quality of editorials has suffered."

Other than anecdotal and marketplace information, there is no recent survey of station editorial practices. The last comprehensive survey by the National Broadcast Editorial Association (NBEA) was more than five years ago. It showed that of roughly 1,400 stations airing editorials, 418 stations produced them once a week, while 244 produced them daily.

Don Johnson, editorial director of WBBM-TV Chicago, defended cutting back the frequency of editorials: "We prefer to do them sparingly, maybe one a month, so [we don't seem] to be experts on everything. They are becoming more and more infrequent as things become more and more complicated and it takes more time to research stuff." Johnson also questioned how interested audiences were in hearing station editorials every day: "There were people who stopped listening...some of them have become frankly quite boring."

The decreasing ranks of editorial directors are reflected in their shrinking professional organization. The NBEA, founded 15 years ago, had roughly 110 full-paid members in 1986; just over 85 in 1987, and currently has 74. Said the organization's president, Charles Thompson, editorial director of KYW-TV-AM Philadelphia: "Membership in our organization represents the big markets and larger companies, where the cuts have been more extreme. We were hit pretty hard by cuts just after the acquisitions of the networks."

Station editorials have also seen changes in format. While they generally feature someone reading a statement on an issue, they are now more likely to be shot on location, rather than behind a desk in a studio. Said Thompson: "We have followed the same changes as news itself, more visual and more dramatic when possible. The talking head remains but is much less prevalent than it was five years before."

Another change in station editorials, say editorial directors, is that they have become shorter. In a typical week Rich Adams, editorial director of WUSA-TV Washington, is on the air with 12 different editorials, some of which are over a minute, others which are 30 seconds. In the latter, Adams said, "We just do a voice-over to the best visuals while a trailer runs on the screen saying this is an editorial. Sometimes our longer pieces will have tapes or sound bites."

While editorializing faces uncertain industry support, commentaries that express views of the commentator rather than of station management may be increasing. NBEA is trying to attract commentators to the association. Thompson suggested: "I would say generally editorials are more extensively researched and more carefully chosen, but sometimes it is hard to tell the difference." Said KNX(AM)'s Smith: "I think a lot of stations have made that tradeoff. Rather than make an investment in an editorial director who may be an officer of the company and who comes with a budget, why not use an outsider or reporter? They are cheaper and the stations also don't take as much heat. I think it is a cop-out." □

Cable, syndication advertising expected to be fastest growing segments of TV industry in '89

Participants in New York seminar also predict network television growth to range from zero to 2%

There was little disagreement among panelists last week at a seminar on the outlook on television for 1989. Cable and syndication advertising growth were expected to be the fastest growing segments in the industry. Lagging behind an expected inflation rate of 4.5%-5.5%, network TV growth was predicted to range from zero to 2%, according to participants. Also at the conference, sponsored by Sillerman-Magee Communications Management Corp., unwired networks were referred to as a "disease," and panelists disagreed over the impact of leveraged buyouts among advertisers. (See also related radio story, page 46.)

Predicting about a 4% growth in the spot television market, Peter Goulazian, president of the Katz Television Group of Katz Communications, listed 10 reasons why 1989 would not be a good year for spot television. Any list of reasons to be more optimistic would be very short, he said. Judging from the corporations that Katz has polled in its attempt to forecast the 1989 economy, Goulazian said that cash flows would increase no more than 4%, with net operating profits for several companies flat or down.

Goulazian also questioned whether automobile advertising, by industry group the biggest spot advertiser, could continue to grow at the high rate it has in the past. He also said he saw no reason why the broadcast networks would not expand their commercial inventories, at the expense of local availabilities, in their quest for more revenue.

In predictions for other segments of the television market, Goulazian said Katz saw an 8% increase in local advertising, 15%-20% growth in cable and syndication advertising, and growth of the three networks ranging from zero to 2%. In sum, he said he saw spot television retaining its 28% share of television dollars, with the complete television pie growing 5.1%.

Agreeing that syndication advertising would grow about 15%-20%, Rick Pack, president of Action Media Group, made a more specific prediction of 16% growth when pressed by moderator Robert F.X. Sillerman. Pack reminded his audience that the syndication advertising market has grown from about a $500,000 business 10 years ago to a $900 million business in 1988. Although syndication ratings were down in the fourth quarter of 1988, they seem to be rebounding in the first quarter of 1989, he said.

Calling syndicated advertising an alternative and supplement to network advertising, Pack said that syndication would continue its growth, with syndicators improving the quality of their shows to be on par with those produced for the networks. He said he saw more growth this year in cash-barter syndication, rather than barter, using as an example a New York City station that would prefer paying money up front for a made-for-TV movie than giving up $130,000 worth of prime time advertising availabilities.

Jim Murtagh, senior vice president and director of marketing for Seltel, posed the question of why advertising on independent stations had increased 8% from 1987 to 1988, while total television advertising had increased only 6.7%. Part of the reason, Murtagh said, was the appeal of local programing. Forty independents in the top 90 markets have daily newscasts, he said. And according to one survey, the typical 10 p.m. independent newscast attracts a more upscale audience than the typical affiliate's early news show.

This year, he said, he expected independent revenue to grow about 6%. Children's programing, one of the domains of independent stations and probably their softest area last year, would continue to be a problem area, he said. Calling unwired networks a "disease," Murtagh said that although they are designed to compete for network dollars, they are cutting into spot money. Agreeing with Goulazian's assertion regarding leveraged buyouts and corporate debt in the packaged goods industry, Murtagh said that companies involved with mergers were cutting down on advertising because of mergers with previous competitors, and preoccupation with debt service.

Total television ad spending will be up 5% in 1989—behind 6% growth for all advertising—according to James Joyella, senior vice president, national sales for the Television Bureau of Advertising. Network advertising—with 36% of the $27 billion television pie—will be up 1%-2%; spot, 3%-5%; local TV, 5%-6%; syndication, 15%-16%, and cable advertising, 16%-18%.

Contrary to the negative effect on ad spending that two preceding panelists had ascribed to LBO's, Joyella said that following the recent buyout wave, major advertisers are "poised" to return to the days of advertising spending growth of the early 1980's. In looking for advertising growth, Joyella said the industry should look outside media budgets at promotion dollars, which over the past 10 years have taken an increasing share of marketing expenditures. He estimated that $45 billion to $65 billion was spent in 1987 on consumer promotion. ☐

Fourth quarter viewing patterns

The Cabletelevision Advertising Bureau said average weekly viewing to basic cable networks rose 17% in the fourth quarter of 1988 over the previous year, jumping from 12 hours and four minutes to 14 hours and nine minutes, for a total share of 26. Network affiliates led with a 52 share, although viewing dropped 4%. CAB said independents had a 16 share, pay services had a 10 share and noncommercial stations had a 3 share of average weekly viewing.

Category	4th quarter '88		4th quarter '87		
	Hrs:Min	Share	Hrs:Min	Share	% change
Basic services	14:09	26	12:04	22	+17%
Pay services	5:36	10	5:41	11	-1%
Network affiliates	28:28	52	29:30	55	-4%
Independents	8:40	16	8:53	16	-1%
Public TV	1:29	3	1:30	3	-1%

TIO collection re-stored. The Museum of Broadcasting has agreed to house the book and printed material library of the Television Information Office, which is being closed. The announcement was made by Lynne Grasz, TIO's executive director (l), and Robert Batscha, president of the Museum of Broadcasting.

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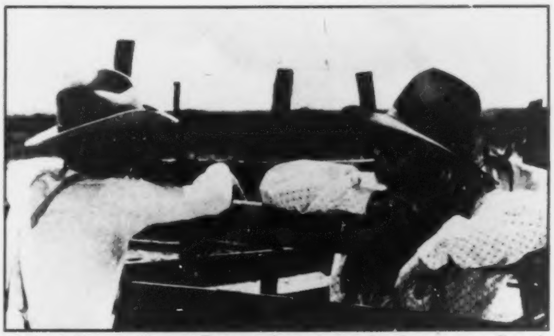

Robert Duvall (l) and Tommy Lee Jones in 'Lonesome Dove'

On the wings of 'Dove'...

CBS's acclaimed four-part mini-series *Lonesome Dove* helps boost broadcast networks to highest prime time audience levels in year and half. **PAGE 27.**

Reading tea leaves...

Lawmakers are hot over radio's call to listeners to protest Capitol Hill's proposed 51% pay hike by sending, among other things, tea bags to Congress. At right, National Taxpayers Union's Peter Sepp tallies teabags and mail. **PAGE 29.**

The art of the deal...

Agreements involving cable TV systems surpass $10 billion mark for first time, while total dollar value for all broadcast stations sold in 1988 drops from 1987 figures, according to BROADCASTING's special report on 1988 station transactions, outlook for future and latest buying and selling strategies. **PAGE 41.**

31/*LIMITED DISHES*

Rupert Murdoch launches four channels of satellite TV despite dearth of dishes.

32/*TAKING STOCK*

Network programing chiefs characterize best and worst of their respective seasons, as they also assess current state of broadcast standards and possibility of production moving from Hollywood to East Coast.

70/*NEW GIANT*

Warner Bros.' acquisition of Lorimar Telepictures produces new giant in terms of volume of product, but also in variety of programing available.

75/*FOND FAREWELL*

Outgoing Radio Advertising Bureau President and CEO Bill Stakelin says goodbye during association's nuts-and-bolts Managing Sales Conference in Dallas.

80/*EUROPEAN UNIFORMITY*

Europeans work on common media laws that will permit transborder satellite TV broadcasting.

82/*SMPTE ON HDTV*

High-definition television commands most attention at Society of Motion Picture and Television Engineers TV conference.

86/*NEWCOMERS*

BROADCASTING talks to new members of House and Senate communications and copyright subcommittees about their ambitions for subcommittees and what they see for 101st Congress.

93/*'88 SALES*

Broadcast TV ad sales are flat or down for most of station groups and networks that have so far reported their fourth-quarter results for 1988.

95/*THREE-PART HARMONY*

Chief executive officers—Bob Wright (l) of NBC, Laurence Tisch (center) of CBS and Thomas Murphy of Capital Cities/ABC —find common ground during discussions of virtues of network advertising and injustice of current financial interest and syndication rules during Association of National Advertisers Television Advertising Workshop.

119/*TEAMWORK*

Aaron Fleischman and Chuck Walsh have built successful law firm over past 13 years representing various cable interests and broadcasting and cellular radio companies. It is practice, they say, that is "never boring."

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ownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782) which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

HBO parent company, Time Inc., decided in last quarter of 1988 to 'write down' value of HBO-GE Americom cable-DBS co-venture, Crimson Satellite Associates, by $35 million—investment reportedly valued by Time at about $100 million when venture began three years ago. Crimson has proposed to operate 60 watt Ku-band Satcom K-3 in established fixed-satellite service orbital arc, rather than in new DBS arc. K-3, and eventually K-4, would serve both cable and direct-to-home markets.

But FCC in November 1988 denied Crimson request to increase K-3 power from 45 watts to 60 watts—considered minimum power necessary to reach mass-marketable four-foot receiving dishes. Americom and HBO filed petitions in January asking FCC to reconsider that decision. Denial could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or to bring cable programers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

DBS orbital arc assignment questions remain at FCC. Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve entire nation from one orbital position, Dominion Satellite and Continental Satellite have filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to comments are due Jan. 31.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†	
Total subscribers	48,637.000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit.

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in new, separate DBS orbital arc, said FCC, which could assign positions early this year.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes, whose proposed 200 watt birds—10 times higher than current fixed satellite service birds—will enable reception of video programing by affordable one-foot downlinks, says Hughes, thereby expanding consumer home satellite market well beyond current two million.

Hughes and GE agree on need to bring together "business system," including programers and cable operators, latter as likely retailers to home market.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), has vowed to revive measure in 101st Congress.

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 effecas much, if not more, to combat illiteracy than any federal program that Congress could design. The broadcast industry employs bright, creative and innovative minds. These minds created *Sesame Street* and other programs that entertain and enlighten our children. These same minds also have the power to inform and educate our illiterate adults.

Today, an estimated 23 million Americans are illiterate. Another 35 to 40 million children reach adulthood unable to read and write.

Adult illiteracy is a national disgrace. But if broadcasters and legislators work together, adult illiteracy is a disgrace that we can overcome.—*Howard M. Metzenbaum, United States Senator (D-Ohio), Washington.*

Likes lottery

EDITOR: Here's another point of view on the Jan. 2 "Closed Circuit" column reporting that the FCC's Mass Media bureau was "cooking up ideas for streamlining procedures for awarding permits for new broadcast stations."

The present system is a shambles, and it is not working. At least not for the FCC and not for the applicants—sham or not.

It's a sham[e].

The present new station applicant selection process favors counterfeit or imitation applicants because it makes good economic sense for them. It's only a slightly unethical, not illegal, investment; besides, it's also a benevolent one that feeds the ancillary legal and engineering market that lives—and thrives—on the complex processes that applicants must participate in.

The present system favors applicants with defective characters. Character is an abstract word, having different meanings to different people. Dictionaries define it as "qualities or features, as moral nature; moral strength or weakness. The special ways in which a person feels, thinks, and acts, considered as good or bad, make up his/her character."

Under most community and social standards, the willingness to offer, and to accept, bribes is considered a character defect. One which, when it occurs in the public sector, is seldom (or never) in the "public interest," but rather in the "self-interest" of the participants.

From the present selection process, the "best" applicant to emerge is often the one with the most money "to invest," the will to bribe, and the greatest skill at coercing the other applicants.

Under the prevailing ethical norms, a rational selection process such as a lottery or a numerical tally with ranking is the only "fair" and "just" way to give all the applicants, sham or not, an even chance.

Perhaps it takes a technical type to think this way, but the present process is a sham shame. Hooray for the FCC for realizing that it needs to be changed.—*Ronald F. Balonis, chief engineer, WILK(AM), Wilkes-Barre, Pa.*

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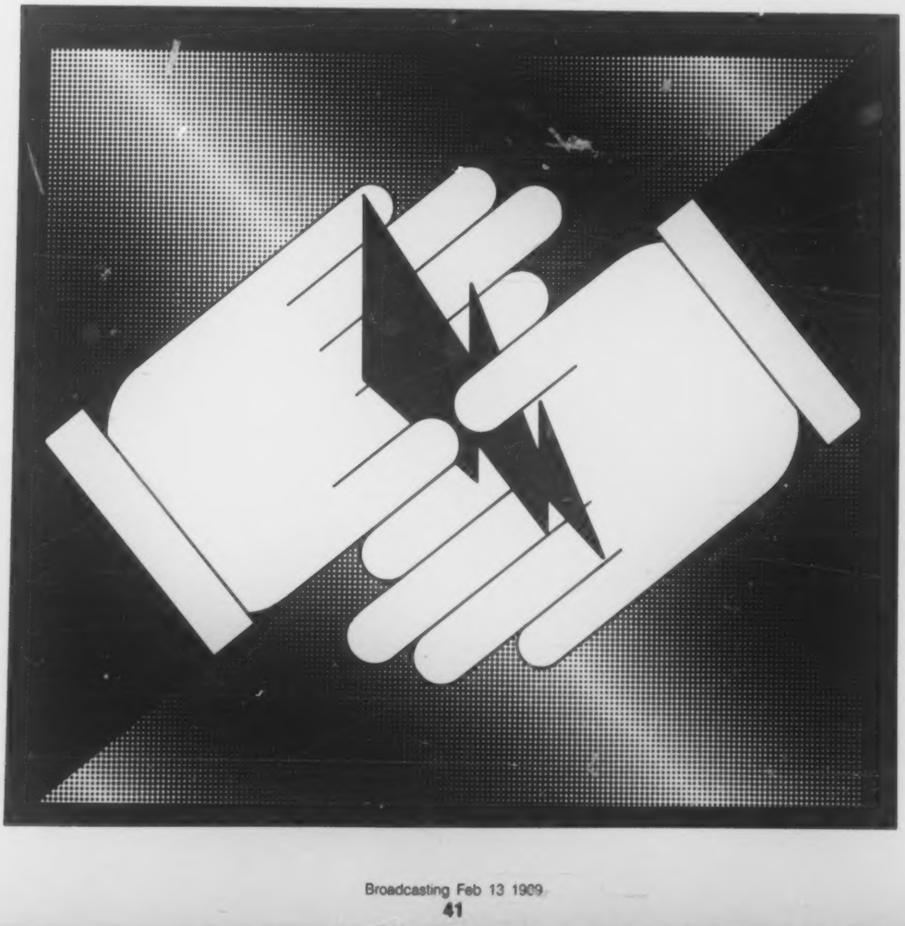
Changing Hands 1988

In 1988, deals involving cable television systems surpassed the $10 billion mark for the first time, the result, brokers say, of the strong fundamentals of the industry and the availability of capital. The total dollar value for all broadcast stations sold in 1988 was $4,947,838,198, a dramatic drop from the 1987 record of $7.5 billion (that year's total, however, was swelled by three mega-deals worth $3.64 billion).

There were three $1 billion-plus cable deals struck in 1988, but none have progressed smoothly. The sale of Storer Cable to Comcast and Tele-Communications Inc., the largest in the industry's history at $2.85 billion, was first announced late in 1987, then fell apart in early 1988 only to be resurrected with slightly different players by mid-year.

United Cable reached preliminary agreement to merge into Unit



35 years of station transactions

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1954	$10,224,047 (187)	$26,213,323 (18)	$23,906,760 (27)	$60,344,130
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1961	55,532,516 (282)	42,103,708 (13)	31,167,943(24)	128,804,167
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1981	447,838,06 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1988	**1,841,630,156 (845)**	**1,326,250,000 (106)**	**1,779,958,042 (70)**	**4,947,838,198**
TOTAL	$11,504,618,710	$10,720,356,838	$16,144,426,020	$38,369,401,568

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions, such as Capcities' buy of ABC in 1985. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility (replaced in 1985 by Groups, see below) was counted as one station in computing total number of stations traded. Now AM-FM combinations, as well as groups, are counted by their individual stations.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when FCC's one-to-customer rule, prohibiting sale of co-located TV and radio stations, became effective, figures represent total of separately located TV and radio stations were sold in packages. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales. Group sales are now limited to compilations of pure stations sales—those concerning only television and radio stations.

ed Artists in a deal that analysts valued at about $2 billion. That deal has encountered rough going (BROADCASTING, Feb. 6), but both sides are trying to work it out. Even the $1.265 billion purchase by Houston Industries of Rogers entailed multimillion dollar franchise settlements with local officials.

Last year, 1,021 broadcast stations changed hands: 251 AM's, 195 FM's, 231 AM-FM combination sales of 462 stations, 70 TV's and 18 group sales involving 106 stations.

The average price of a stand-alone AM rose 50% in 1988 to $894,294, but the number was inflated by two sales: KRLD(AM) Dallas for a record $50 million and WFAN(AM) New York for $23 million. Take away those two and the average price of $596,338 is virtually unchanged from 1987's $594,782.

The average price of a stand-alone FM increased by 51% from $2.7 million in 1987 to $4,147,014 in 1988. The largest stand-alone FM sale of the year was the purchase of KIQQ(FM) Los Angeles by Westwood One for $56 million, followed by the purchase of WRKS(FM) New York by Summit Communications for $50 million.

Stand-alone television station sales held steady at 1987 levels, with 70 stations changing hands for an average price of $25,796,493, up $2 million from 1987's average price of $23,406,094.

Group sales of $1.326 billion in 1988 were dwarfed by the previous year's total of $4.6 billion. The largest deal was the management-led buyout of Infinity Broadcasting for $484 million. The second largest was the $300 million Metropolitan acquisition by Sillerman.

Summaries of station, group and cable system sales of more than $1 million follow.

Groups

Price: **$484,000,000**
Properties: WKIT(AM)-WXRK(FM) New York; KROQ-FM Los Angeles; KOME(FM) San Jose, Calif.; WJJD(AM)-WJMK(FM) Chicago; WYSP(FM) Philadelphia; WBCN(FM) Boston; KVIL-AM-FM Dallas; KXYZ(AM) Houston; WBMW(FM) Washington; WQYK-AM-FM Tampa-St. Petersburg, Fla.
Seller: Infinity Broadcasting
Buyer: WCK Acquisition

Price: **$300,000,000**
Properties: WNEW-AM-FM New York; KTWV-FM Los Angeles; WWBA(FM) St. Petersburg, Fla.; WOMC(FM) Detroit; WMMR(FM) Philadelphia, and KRLD(AM) Dallas
Seller: Metropolitan Broadcasting Corp.
Buyer: Sillerman-Magee Communications Management

Price: **$95,000,000**
Properties: KHOW(AM)-KSYY(FM) Denver and KJOI(FM) Los Angeles
Seller: Legacy Broadcasting
Buyer: Command Communications

Price: **$74,100,000**
Properties: KLBK-TV Lubbock, Tex., and WTVW(TV) Evansville, Ind.
Seller: Woods Communications Group Inc.
Buyer: Broad Street Television Corp.

Price: **$65,000,000**
Properties: WTAD(AM)-WQCY-FM Quincy, WEST(AM)-WLEV(FM) Easton, WRKZ-FM Hershey, WRSC(AM) State College and WQWK-FM University Park, all Pennsylvania and, WWAZ(AM)-WWLI(FM) Providence, R.I.
Seller: Eastern Broadcasting Corp.
Buyer: TMZ Broadcasting Co.

Price: **$45,000,000**
Properties: KSNC(TV) Great Bend, KSNW(TV) Wichita and KSNG(TV) Garden City, all Kansas, and KSNK(TV) Oberlin-McCook, Neb.
Seller: The Standard Corp. & Communications
Buyer: SJL of Kansas Corp.

Price: **$45,000,000**
Properties: WIRE(AM)-WXTZ(FM) Indianapolis, Ind.; WQAL(FM) Cleveland; WEJZ(FM) Jacksonville, Fla., and KBEZ(FM) Tulsa, Okla.
Seller: WIN Communications Inc.
Buyer: M.L. Media Partners L.P.

Price: **$42,000,000**
Properties: KTRE-TV Lufkin and KLTV(TV) Tyler, Both Texas
Seller: Buford TV Inc.
Buyer: Civic Communications Corp. II

Price: **$35,000,000**
Properties: WGIV(AM) Charlotte and WPEG(FM) Concord, both North Carolina; WCZY-FM Detroit; WBMX-FM Oak Park, Ill.; KSKY(AM) Balch Springs, Tex., and WNYR(AM)-WEZO-FM Rochester, N.Y.
Seller: Dorton Broadcasting Co.
Buyer: Ardman Broadcasting

Price: **$25,000,000**
Properties: WBMD(AM) Baltimore, WQSR-FM Catonsville and WPTX(AM)-WMDM-FM Lexington Park, all Maryland
Seller: Key Broadcasting Corp.
Buyer: Sconnix Broadcasting Co.

Price: **$23,000,000**
Properties: KMID(TV) Midland, Tex., and KSPR(TV) Springfield, Mo.
Seller: Lorimar Telepictures Corp.
Buyer: Goltrin Communications Inc.

Price: **$15,000,000**
Properties: KUXL(AM) Golden Valley, Minn.; WYLO(AM) Jackson, Wis.; KCNW(AM) Fairway, Kan.; WDCT(AM) Fairfax, Va., and KTEK(AM) Alvin and KWJS(AM) Fort Worth, both Texas
Seller: Universal Broadcasting Corp.
Buyer: Dick Marsh

Price: **$13,250,000**
Properties: KNDO(TV) Yakima and KNDU(TV) Tri-Cities, both Washington
Seller: Columbia Empire Broadcasting Corp.
Buyer: Farragut Communications

Price: **$11,400,000**
Properties: WGUS(AM) Atlanta and WGUS-FM Augusta, both Georgia; WBGM-AM-FM Tallahassee, Fla.; WQHQ-FM Salisbury-Ocean City, Md., and WWQQ-FM Wilmington, N.C.
Seller: Woolfson Broadcasting Corp.
Buyer: HVS Partners Inc.

Price: **$9,500,000**
Properties: WSYB(AM)-WRUT(FM) Rutland, Vt., and WRGI-FM Naples, Fla.
Seller: All Communications of Naples Inc.
Buyer: H&D Communications L.P.

Price: **$5,400,000**
Properties: KWTR(AM)-KXBX(FM) Lakeport, KWFN(AM)-KVRE(FM) Santa Rosa and KOZT(FM) Fort Bragg, all California, and KZAM-AM-FM Eugene, Ore.
Seller: Visionary Radio Euphonics Inc.
Buyer: Keffco

Price: **$3,800,000**
Properties: WOFR(AM)-WCHO(FM) Washington Court House, Ohio and WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Connersville, all Indiana
Seller: Community Service Radio Inc.
Buyer: David A. Rogers

Price: **$2,300,000**
Properties: WMQC(FM) Morgantown, W. Va., and WBRJ(AM)-WEYQ(FM) Marietta, Ohio
Seller: Valley Communications Corp.
Buyer: Tschudy Communications Corp.

Congratulations . . .

The Williamson Group completed their acquisition of **WJTC-TV**, Channel 44, Pensacola, Florida/Mobile, Alabama on January 3, 1989. As brokers, H.B. La Rue, Media Brokers wishes **The Williamson Group** continued success in its acquisition program.

H. B. La Rue, Media Brokers

NEW YORK • BEVERLY HILLS • ATLANTA

TV's

Alabama

Mobile

WMPV(TV)
Seller: Rel Way Ltd.
Buyer: Rel Com Corp.
Price: **$3,000,000**

WPMI-TV
Seller: WPMI Television Co.
Buyer: Clear Channel Television Inc.
Price: **$9,000,000**

Montgomery

WSFA(TV)
Seller: Cosmos Broadcasting Corp.
Buyer: RSA Media Corp.
Price: **$70,000,000**

Arkansas

Little Rock

KJTM(TV)
Seller: TVX of Pine Bluff-Little Rock
Buyer: MMC Television Corp
Price: **$6,000,000**

Arizona

Tucson

KDTU(TV)
Seller: Roman Catholic Church
Buyer: Clear Channel Communications Inc
Price: **$8,500,000**

California

Los Angeles

KHJ-TV
Seller: RKO General
Buyer: The Walt Disney Co.
Price: **$324,000,000**

Sacramento

KTXL(TV)
Seller: Camellia City Telecasters Inc.
Buyer: Channel 40 Licensee Inc.
Price: **$56,000,000**

Florida

Melbourne

WMOD-TV
Seller: Press Broadcasting Co. of Florida Inc.
Buyer: Blackstar Communications Inc.
Price: **$5,000,000**

Miami

WCIX(TV)
Seller: TVX Broadcast Group
Buyer: CBS Inc.
Price: **$59,000,000**

Georgia

Columbus

WTVM(TV)
Seller: Pegasus Broadcasting of Columbus, Georgia Inc.
Buyer: WTVM Television Inc.
Price: **$45,000,000**

Illinois

Peoria

WEEK-TV
Seller: Price Communications Corp.
Buyer: Granite Broadcasting Corp.
Price: **$33,000,000**

Rockford

WTVO(TV)
Seller: Winnebago Television Corp.
Buyer: Young Broadcasting Inc.
Price: **$20,000,000**

Kansas

Topeka

KSNT(TV)
Seller: Kansas State Network Inc.
Buyer: SJL Inc.
Price: **$45,000,000**

Wichita

KWCH-TV
Seller: Beach-Schmidt Group
Buyer: Smith Broadcasting
Price: **$45,000,000**

Louisiana

Alexandria

KLAX-TV
Seller: Thomas C. McBride, Trustee
Buyer: PollackBelz Communications Co.
Price: **$1,100,000**

Baton Rouge

WAFB-TV
Seller: Guaranty Broadcasting Corp.
Buyer: WAFB Television Inc.
Price: **$60,000,000**

Maryland

Baltimore

WNUV-TV
Seller: New Vision Associates Limited Partners
Buyer: Baltco Inc.
Price: **$20,000,000**

Minnesota

Duluth

KBJR-TV
Seller: RJR Communications Inc.
Buyer: Granite Broadcasting
Price: **$12,235,000**

Missouri

Jefferson City

KRCG(TV)
Seller: Price Communications Corp.
Buyer: Mel Wheeler Inc.
Price: **$24,000,000**

Mississippi

Laurel-Hattiesburg

WDAM-TV
Seller: Beam Broadcasters Ltd.
Buyer: Heritage Broadcasting Co. of Miss
Price: **$1,000,000**

Meridian

WTOK(TV)
Seller: United Broadcasting Co.
Buyer: Benedek Broadcasting
Price: **$13,000,000**

Montana

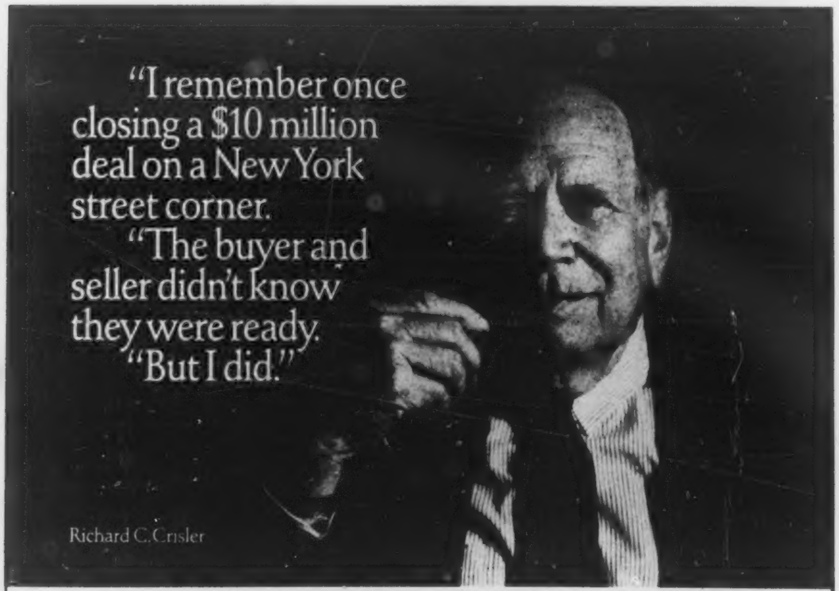
Helena

KTVH(TV)
Seller: KTVH Inc.
Buyer: Radeck Broadcasting Inc.
Price: **$2,500,000**

North Carolina

Charlotte

WPCQ-TV
Seller: Channel 36 Partners


"I remember once closing a $10 million deal on a New York street corner.
"The buyer and seller didn't know they were ready.
"But I did."
Richard C. Crisler

36 years running a successful brokerage firm has given Dick Crisler a lot of insight into making and closing a deal. To learn more about what Dick and his dedicated associates can do for you, contact one of the following offices.

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Buyer: Providence Journal Broadcasting
Price: **$45,000,000**

Wilmington

WWAY(TV)
Seller: Price Communications Corp.
Buyer: Adams TV of Wilmington
Price: **$26,000,000**

New Hampshire

Merrimack

WGOT(TV)
Seller: Golden Triangle TV 60 Corp.
Buyer: Paugus Television Inc.
Price: **$1,350,000**

New Mexico

Santa Fe

KNMZ-TV
Seller: New Mexico Media Ltd. Holding Co.
Buyer: Coronado Communications Co.
Price: **$3,000,000**

New York

Buffalo

WGRZ(TV)
Seller: GRZ Acquisition Corp.
Buyer: TAKWGRZ Inc.
Price: **$100,000,000**

WIVB-TV
Seller: Howard Publications Inc.
Buyer: King World Productions Inc.
Price: **$76,964,992**

Rochester

WUHF-TV
Seller: Malrite TV of New York
Buyer: ACT III Broadcasting of Rochester Inc.
Price: **$12,000,000**

Ohio

Dayton

WKEF(TV)
Seller: Adams Communications Corp.
Buyer: KT Communications
Price: **$71,500,000**

Oklahoma

Oklahoma City

KAUT(TV)
Seller: Rollins Telecasting Inc.
Buyer: Oklahoma Educational TV Authority Foundation Inc.
Price: **$9,250,000**

KGMC-TV
Seller: Oklahoma City Broadcasting Co.
Buyer: Maddox Broadcasting Corp.
Price: **$2,600,000**

Oregon

Salem

KHSP-TV
Seller: Silver King Broadcasting of Oregon Inc.
Buyer: Blackstar Communications Inc.
Price: **$5,135,000**

Puerto Rico

San Juan

WKAQ-TV
Seller: Telemundo of Puerto Rico Inc.
Buyer: TPR Television Inc.
Price: **$160,000,000**

Rhode Island

Providence

WNAC-TV
Seller: Sudbrink Broadcasting
Buyer: Price Communications
Price: **$11,500,000**

Tennessee

Nashville

WCAY(TV)
Seller: TVX Broadcast Group
Buyer: SouthWest MultiMedia Corp.
Price: **$5,800,000**

WZTV(TV)
Seller: Multimedia Inc.
Buyer: Act III Broadcasting
Price: **$14,500,000**

Texas

Garland

KIAB-TV
Seller: I Am Broadcasting Television Inc.
Buyer: Univision Station Group Inc.
Price: **$5,200,000**

Washington

Spokane

KAYU-TV
Seller: KAYU-TV Partners Ltd.
Buyer: Bingham Communications Group
Price: **$7,700,000**

FM's

Alabama

Atmore

WIZD-FM
Seller: Keymarket Gulf Coast Inc.
Buyer: Wescom Group Inc.
Price: **$4,500,000**

Reform

WVRT(FM)
Seller: Salem Media of Louisiana Inc.
Buyer: Beasley Broadcasting of Louisiana Inc.
Price: **$3,400,000**

Arkansas

Little Rock

KKYK-FM
Seller: Snyder Corp.
Buyer: Shepard Communications
Price: **$6,500,000**

KSSN(FM)
Seller: KSSN Broadcasting Inc.
Buyer: Southern Skies Corp.
Price: **$10,000,000**

Osceola

KWLN(FM)
Seller: Pollack Broadcasting Co.
Buyer: WABB-FM Inc.
Price: **$5,200,000**

Arizona

Chandler

KMLE(FM)
Seller: Chandler Communications Co.
Buyer: Shamrock Broadcasting Inc.
Price: **$8,000,000**

SPECIALIZATION

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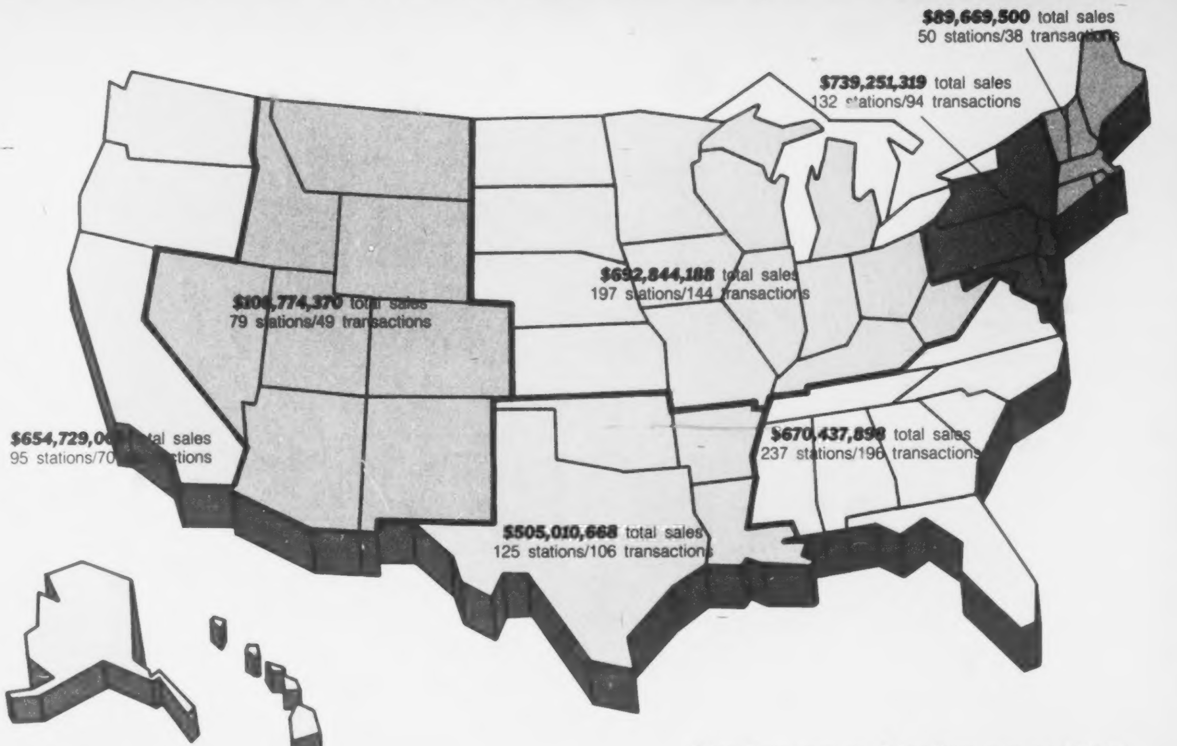
Sales and transactions by regions


$89,669,500 total sales
50 stations/38 transactions
$739,251,319 total sales
132 stations/94 transactions
$692,844,188 total sales
197 stations/144 transactions
$106,774,370 total sales
79 stations/49 transactions
$654,729,06 total sales
95 stations/70 transactions
$670,437,898 total sales
237 stations/196 transactions
$505,010,668 total sales
125 stations/106 transactions

Note: Group sales and Puerto Rican sales not included.

Pacific	Mountain	Southwest	Midwest		Southeast	[illegible]	New England
California Oregon Washington Alaska Hawaii	New Mexico Arizona Nevada Utah Colorado Idaho Wyoming Montana	Arkansas Louisiana Oklahoma Texas	Indiana Kentucky Michigan Ohio West Virginia Illinois Iowa	Kansas Minnesota Missouri Nebraska North Dakota South Dakota Wisconsin	Alabama Florida Georgia Mississippi North Carolina South Carolina Tennessee Virginia	DC Delaware Maryland New Jersey New York Pennsylvania	Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont

California

Carpinteria

KGFT-FM
Seller: Edward G. Atsinger III
Buyer: Great Electric Communications Inc.
Price: **$1,450,000**

Fowler

KEZL(FM)
Seller: Bilmar Communications Inc.
Buyer: AVI Partners
Price: **$2,200,000**

Los Altos

KLZE(FM)
Seller: Mountain Communications
Buyer: San Jose Broadcasting Corp.
Price: **$5,275,000**

Los Angeles

KIQQ(FM)
Seller: Outlet Broadcasting Inc.
Buyer: Westwood One Stations - Los Angeles Inc.
Price: **$56,000,000**

Sacramento

KROY(FM)
Seller: Commonwealth Broadcasting of Northern California
Buyer: Great American Television and Radio Co.
Price: **$11,725,000**

Santa Margarita

KWSP(FM)
Seller: Mid-Coast Radio Inc.
Buyer: Hance Communications Ltd.
Price: **$1,260,000**

Colorado

Widefield

KKQX(FM)
Seller: Louis Allen
Buyer: Henry Tippie Communications Inc.
Price: **$1,250,000**

Windsor

KUAD-FM
Seller: Phillip L. Brewer
Buyer: Northern Colorado Radio Inc.
Price: **$2,300,000**

District of Columbia

WKYS(FM)
Seller: NBC
Buyer: Albimar Communications
Price: **$46,750,000**

Delaware

Ocean View

WOVU(FM)
Seller: Clark Broadcasting Co.
Buyer: Q-Tone Broadcasting Corp.

Price: **$1,295,000**

Florida

Cape Coral

WRCC(FM)
Seller: TransFlorida Broadcasting Inc.
Buyer: CR Investment Partners
Price: **$5,500,000**

Fort Myers

WSOR(FM)
Seller: Riverside Baptist Church
Buyer: Daytona Group of Florida Inc.
Price: **$2,600,000**

WSOR(FM)
Seller: Daytona Group of Florida Inc.
Buyer: Beachside West Broadcasting Inc.
Price: **$4,750,000**

Jacksonville

WIVY-FM
Seller: Gilmore Broadcasting Corp.
Buyer: J.J. Taylor Companies Inc.
Price: **$8,130,000**

Key West

WIIS(FM)
Seller: GMX Inc.
Buyer: Drexel Hill Associates of Florida
Price: **$1,050,000**

Palatka

WNFI(FM)
Seller: Drubner Broadcasting
Buyer: Heritage Broadcast Group
Price: **$10,500,000**

Santa Rosa Beach

WWAV(FM)
Seller: Carter Broadcasting Inc.
Buyer: Emerald Coast Communications Inc.
Price: **$1,650,000**

St. Petersburg

WWBA(FM)
Seller: Metropolitan Broadcasting Corp.
Buyer: Cox Enterprises Inc.
Price: **$17,100,000**

Georgia

Kingsland

WKBX(FM)
Seller: Kings Bay Area Broadcasting Co.
Buyer: WKBX Inc.
Price: **$1,000,000**

Indiana

Bloomington

WBWB(FM)
Seller: Indiana Communications Inc.
Buyer: Sarkes Tarzian Inc.
Price: **$3,500,000**

WTTS(FM)
Seller: Sarkes Tarzian Inc.
Buyer: Indiana Radio Inc.
Price: **$5,250,000**

Lafayette

WAZY(FM)
Seller: Radiovision of America
Buyer: Heritage Venture Partners II Ltd.
Price: **$3,360,000**

Kansas

Wichita

KKRD(FM)
Seller: Yellow Brick Radio Corp.
Buyer: KKRD Inc.
Price: **$4,000,000**

Louisiana

Benton

KDKS-FM
Seller: Benton Broadcasting Corporation
Buyer: The Dowe Co.
Price: **$2,000,000**

Hammond

WKJN(FM)
Seller: Sterling Communications Corp.
Buyer: Southern Communications Corp.
Price: **$6,000,000**

Massachusetts

Brookline

WBOS(FM)
Seller: Channel Broadcasting Inc.
Buyer: Ackerley Communications of Massachusetts Inc.
Price: **$19,300,000**

Gloucester

WVCA(FM)
Seller: Simon Geller
Buyer: Douglas H. Tanger
Price: **$1,000,000**

Nantucket

WXJY(FM)
Seller: C.C.N.B. Corp.
Buyer: Quality Broadcasting Inc.
Price: **$2,800,000**

Michigan

Detroit

WDTX(FM)
Seller: Metropolis Broadcasting Inc.

WHLQ FM Canton
KEZK FM St. Louis
WHYI FM Ft. Lauderdale
WLYF FM Miami
WJVA FM South Bend
WLAK FM Chicago
KDAX FM Dallas
WYCH FM Hamilton
WEZW FM Milwaukee
WVIT TV Hartford
WTTV TV Indianapolis
WORL/WORJ Orlando
WSEE TV Erie
KDKB AM/FM Phoenix
WPHL TV Philadelphia

WISCONSIN TV NETWORK
WAOW TV Wausau
WKOW TV Madison
WXOW TV La Crosse

WHEC TV Rochester
KTNQ Los Angeles
WDCA TV Washington
KHTZ FM Los Angeles
WGBS/WLYF Miami
WSPD Toledo
WBIR AM/FM Knoxville
WVEZ FM Louisville
WMOH Hamilton
KOAX FM Dallas-Ft. Worth

WHN New York
WZZD Philadelphia
WOKF FM Clearwater
KTVN TV Reno
WLAC Nashville
WKQB FM Nashville
WQHI FM Louisville
WYFA Long Island
WYGR Grand Rapids
Sandia Cablevision
LaBelle Cablevision
KEGL FM Dallas-Ft. Worth
KHOW Denver
WTCR Ashland
WHEC FM Huntington
WBZ FM Boston
WLAK FM Chicago
WSAI AM/FM Cincinnati
Fairfield Cablevision
Circleville Cablevision
WOKV Cincinnati
WIXT TV Syracuse
WFFT TV Fort Wayne
WHTT Miami
WFYV FM Jacksonville
KIOA/KMJK Des Moines
Champaign Cablevision
C & A Cablevision
WIRK AM/FM W. Palm Beach
WGY/WGFM Schenectady
WSIX AM/FM Nashville

KFOG FM San Francisco
WLQR FM Toledo
WOWO Fort Wayne
WTPA FM Harrisburg
WJIB FM Boston
WPNT Pittsburg
WCOM FM Urbana
WMRZ Quad Cities
WTRX Flint
WATI Indianapolis
WHLO Akron
KZAZ TV Tucson
KGSW TV Albuquerque
KBCQ Roswell
Angel Cablevision
Rutland Cable Franchise
WYHY Nashville
WMYN FM Knoxville
KITN TV Minneapolis
BannerGraphic Newspaper
King Mountain Cable
WZNE FM Tampa
WKYJ Lexington
WWSG TV Philadelphia
WMOH Hamilton
WLAC AM/FM Nashville

NTV NETWORK
KHGI TV Lincoln
KSNB TV Superior
KWNB TV Hayes Center

WDHO TV Toledo
Louisville AM CP
WCSC/WXTC Charleston
WCEF FM Ripley

MID AMERICA MEDIA GROUP
WIRL/WSWT Peoria
KRVR FM Davenport
WIRE/WXTZ Indianapolis
KBEZ FM Tulsa
WKAN/WLRT Kankakee

GROUP ONE RADIO GROUP
KMEZ AM/FM Dallas
WAKR/WONE Akron
WONE/WTUE Dayton
KLZ/KAZY Denver

WROQ/WAES Charlotte
WAMS Wilmington
WBEE Chicago
WRAP Norfolk
WCHY AM/FM Savannah
WSEE TV Erie
KXXV TV Waco
WNAC TV Providence
KOMA/KRXO Oklahoma City
WRLH TV Richmond
WVRN TV Richmond
WPCQ TV Charlotte
WZFM FM Briarcliff Manor

“JUST THE FACTS”

In the rapidly changing field of media brokerage, one company stands out as a leader in consistently delivering top prices for the owners of radio and television stations they represent.

THE
TED HEPBURN
COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

Sales breakdowns

Category	Number sold 1987	Number sold 1988	Average price 1987	Average price 1988	Percent change
AM	231	251	$594,782	$894,294	+50.4
FM	166	195	2,737,469	4,147,014	+51.5
AM-FM	179	231	3,700,000	3,842,030	+3.8
TV	71	70	23,406,094	25,796,493	+10.2
Groups	17	18	N/A	N/A	N/A

Buyer: Hoker Broadcasting
Price: **$12,000,000**

Mississippi

Vicksburg

WCKO-FM
Seller: Pepsi Cola Bottling Co Inc
Buyer: Calcasieu Television and Radio Inc
Price: **$1,100,000**

Nevada

Henderson

KLSQ(FM)
Seller: Columbia Theater Co
Buyer: Southwest Radio Inc
Price: **$2,750,000**

New Hampshire

Concord

WJYY(FM)
Seller: Rumford Communications Inc
Buyer: The Sky Stations Inc
Price: **$3,750,000**

New Jersey

Long Branch

WMJY(FM)
Seller: Mammoth Broadcasting Inc
Buyer: K & K Broadcasting L.P.
Price: **$3,900,000**

New York

Manlius

WAQX(FM)
Seller: AGK Communications Inc
Buyer: Atlantic Ventures of New York L.P.
Price: **$4,500,000**

New York

WRKS(FM)
Seller: S/C Communications
Buyer: Summit-New York Broadcasting Corp
Price: **$50,000,000**

WYNY(FM)
Seller: Emmis Broadcasting Corp
Buyer: Westwood One Inc
Price: **$39,000,000**

Saranac Lake

WDGE(FM)
Seller: Clark Broadcasting Co
Buyer: Q-Tone Broadcasting Corp
Price: **$1,295,000**

North Carolina

Elizabeth City

WMYK(FM)
Seller: Love Broadcasting
Buyer: Edge Broadcasting Co.
Price: **$6,000,000**

Kannapolis

WRFX(FM)
Seller: Metroplex Communications Inc
Buyer: Pyramid Broadcasting
Price: **$15,400,000**

Ohio

Bowling Green

WRQN(FM)
Seller: WRQN Inc.
Buyer: ABS Communications Inc.
Price: **$2,685,000**

Cincinnati

WBLZ(FM)
Seller: Panache Broadcasting L.P.
Buyer: Dalton Broadcasting
Price: **$7,800,000**

Toledo

WHME(FM)
Seller: Osborn Communications
Buyer: Noble Communications
Price: **$19,000,000**

Oklahoma

Oklahoma City

KEBC(FM)
Seller: Van Wagner Communications
Buyer: Independence Broadcasting Corp
Price: **$3,900,000**

KMGL(FM)
Seller: Guy Gannett Publishing Co.
Buyer: Renda Broadcasting Co.
Price: **$3,050,000**

Pennsylvania

Bellwood

WALY-FM
Seller: Mid-Atlantic Radio Inc.
Buyer: S&P Broadcasting Ltd. Partnership
Price: **$1,000,000**

Harrisburg

WMSP(FM)
Seller: Market Square Presbyterian Church
Buyer: New Barnstable Corp.
Price: **$4,000,000**

Philadelphia

WFLN(FM)
Seller: Franklin Broadcasting Co.
Buyer: Marlin Ltd Broadcasting Inc.
Price: **$15,000,000**

WIOQ(FM)
Seller: Outlet Communications Inc.
Buyer: Professional Broadcasters Inc.
Price: **$19,150,000**

South Carolina

Folly Beach

WCCG-FM
Seller: Charleston County Wireless Co.
Buyer: L.M. Communications Inc.
Price: **$2,000,000**

Georgetown

WGMB(FM)
Seller: Ocean Communications Inc.
Buyer: Bresnan-Hafler Media Group
Price: **$2,500,000**

Myrtle Beach

WJYR(FM)
Seller: Myrtle Beach Broadcasting L.P.
Buyer: Hirsh Broadcasting Group L.P.
Price: **$2,200,000**

Texas

Corpus Christi

KSTE-FM
Seller: American Wireless Co.
Buyer: Thom E. Smith
Price: **$2,313,000**

Harlingen

KELT(FM)
Seller: Harbenito Radio Corp.
Buyer: Rio Grande Partners L.P.
Price: **$1,500,000**

Houston

KKHT(FM)
Seller: Malrite Communications Group
Buyer: Emmis Broadcasting
Price: **$24,000,000**

Odessa

KODM-FM
Seller: East-West Broadcasting Co.
Buyer: D&F Broadcasting Inc.
Price: **$2,550,000**

San Antonio

KSMG(FM)
Seller: American Media Inc.
Buyer: Rusk Corp.
Price: **$8,000,000**

San Marcos

KEYI-FM
Seller: Hicks Communications Partners L.P.
Buyer: Degree Communications
Price: **$15,500,000**

San Marcos

KEYI-FM
Seller: Hicks Communications Partners L.P.
Buyer: Degree Communications
Price: **$15,500,000**

Utah

Ogden

KZAN(FM)
Seller: Ben Lemond Broadcasting Co.
Buyer: Utah Broadcasting Co.
Price: **$1,825,000**

Virginia

Norfolk

WXRI(FM)

Seller: CBN Continental
Buyer: ML Media Partners L.P.
Price: **$5,000,000**

Richmond

WEZS-FM
Seller: EZ Communications Inc.
Buyer: National Radio Associates Inc.
Price: **$13,000,000**

Spotsylvania

WYND-FM
Seller: Richard J. Hayes & Associates Inc.
Buyer: Paco-Jon Broadcasting Corp.
Price: **$1,200,000**

Vermont

Vergennes

WIZN(FM)
Seller: Radio Vergennes Inc.
Buyer: Deer River Group Inc.
Price: **$2,350,000**

West Virginia

Parkersburg

WXIL(FM)
Seller: Burbach Broadcasting Group
Buyer: Silver Star Communications
Price: **$2,814,000**

AM-FM Combos

Price: **$81,000,000**
KMJQ(FM) Houston, Tex., and KMJM(FM) St. Louis, Mo.
Seller: Keymarket Communications
Buyer: Noble Communications

Price: **$23,000,000**
KSPR(TV) Springfield, Mo., and KMID(TV) Midland, Tex.
Seller: Lorimar Telepictures Corp.
Buyer: Goltrin Communications Inc.

Price: **$23,000,000**
KEST(AM) San Francisco and KMAX(FM) Arcadia, Calif.
Seller: KMAX Inc. and KEST Inc.
Buyer: Douglas Broadcasting Inc.

Price: **$20,000,000**
WFLA(AM)-WFLZ(FM) Tampa, Fla.
Seller: Sconnix Broadcasting Co.
Buyer: Jacor Communications Inc.

Price: **$15,900,000**
KIXI(AM)-KMGI(FM) Seattle, Wash.
Seller: StarGroup Communications
Buyer: Noble Broadcast Group

Price: **$15,500,000**
KEZW(AM) Aurora and KOSI(FM) Denver, both Colorado
Seller: Group W Radio Inc.
Buyer: D&D Broadcasting Inc.

Price: **$13,000,000**
WDIA(AM)-WHRK(FM) Memphis, Tenn.
Seller: Adams Radio Corp.
Buyer: Ragan Henry National Media Associates Inc.

Price: **$12,500,000**
WJLK-AM-FM Asbury Park, N.J.
Seller: Presidents Broadcasting Co.
Buyer: D & F Broadcasting Inc.

Price: **$12,008,000**
KRPM-AM-FM Seattle, Wash.
Seller: Olympic Broadcasting
Buyer: Heritage Media Corp.

Price: **$12,000,000**
WPLJ(AM)-WKRZ(FM) Wilkes-Barre, Pa.
Seller: Beatrice Broadcasting Corp.
Buyer: Keymarket of NEPA Inc.

Price: **$11,600,000**
WERE(AM)-WCNX(FM) Cleveland, Ohio
Seller: Metropolis Broadcasting
Buyer: Metroplex Communications Inc.

Price: **$11,500,000**
WAES(AM)-WROQ(FM) Charlotte, N.C.
Seller: CRB Broadcasting
Buyer: Adams Communications Corp.

Price: **$9,000,000**
WETT(AM) Ocean City, Md., and WWTR(FM) Bethany Beach, Del.
Seller: Resort Broadcasters of Maryland Inc.
Buyer: KAT Broadcasting Corp.

Price: **$8,435,000**
WSOY-AM-FM Decatur, Ill.
Seller: Trumper Communications of Illinois L.P.
Buyer: WSOY Decatur Inc.

Price: **$8,100,000**
KRZY(AM)-KRST(FM) Albuquerque, N.M.
Seller: Wagontrain Broadcasting Corp.
Buyer: Commonwealth Broadcasting of Northern California

Price: **$7,750,000**
WRSC(AM)-WQWK(FM) State College, Pa.
Seller: Eastern Broadcasting Corp.
Buyer: Metro-Management Inc.

Price: **$7,315,000**
WNYR(AM)-WEZO-FM Rochester, N.Y.
Seller: Dorton Broadcasting of Rochester Inc.
Buyer: Atlantic Ventures Corp.

Price: **$7,200,000**
KVOR(AM)-KSPZ(FM) Colorado Springs, Colo.
Seller: Penn Communications Corp.
Buyer: Shockley Communications Corp.

Price: **$7,150,000**
WANS-AM-FM Anderson, S.C.
Seller: Radio Anderson Inc.
Buyer: Degree Communications

Price: **$7,000,000**
WPVA(AM)-WKHK-FM Colonial Heights, Va.
Seller: WPVA Inc.
Buyer: ABS Communications Inc.

Price: **$6,750,000**
WOKO(AM)-WGNA(FM) Albany, N.Y.
Seller: Team One Radio Inc.
Buyer: New Barnstable Broadcasting Inc.

Price: **$6,100,000**
KFGO-AM-FM Fargo, N.D.
Seller: Communications Properties Inc.
Buyer: FargoGreat Plains Broadcasting Inc.

Price: **$5,750,000**
KKSN(AM) Vancouver, Wash., and KKSN-FM Portland, Ore.
Seller: Clyde Hamstreet trustee
Buyer: Heritage Media Corp.

Price: **$5,500,000**
WKNE-AM-FM Keene, N.H.
Seller: WKNE Corp.
Buyer: Lightfoot Broadcasting Corp.

Price: **$5,500,000**
WCII(AM)-WDJX(FM) Louisville, Ky.
Seller: Great Trails Broadcasting
Buyer: Quass Broadcasting

Price: **$5,000,000**
WOMP-AM-FM Bellaire, Ohio
Seller: WOMP Inc.
Buyer: WOMP AM-FM Associates L.P.

Price: **$5,000,000**
WYNR(AM)-WPIQ(FM) Brunswick, Ga.
Seller: Suburban Radio Group Inc.
Buyer: Silver Star Communications

Price: **$5,000,000**
KROD(AM)-KLAQ(FM) El Paso, Tex.
Seller: El Paso Radio Associates L.P.
Buyer: D&F Broadcasting Inc.

Price: **$4,650,000**
KOMA(AM)-KRXO(FM) Oklahoma City, Okla.
Seller: Price Communications Corp.
Buyer: Diamond Broadcasting

Price: **$4,550,000**
WCHV(AM)-WWWV(FM) Charlottesville, Va.
Seller: Clay Media Inc.
Buyer: Eure Communications Inc.

Price: **$4,500,000**
WRHD(AM)-WRCN(FM) Riverhead, N.Y.
Seller: East Shore Broadcasting Corp.
Buyer: Williams-Spitzer Media Corp.

Price: **$4,500,000**
WAVG(AM)-WLRS(FM) Louisville, Ky.
Seller: Radio 970 Inc.
Buyer: Radio One Inc.

Price: **$4,477,000**
KKIS(AM) Pittsburg and KKIS-FM Walnut Creek, both California
Seller: Chabin Communications Corporation
Buyer: Diamond Broadcasting of California Inc.

Price: **$4,430,000**
KQAM(AM)-KEYN(FM) Wichita, Kan.
Seller: Long-Pride Broadcasting
Buyer: Rick Torcasso

Price: **$4,400,000**
WBEU(AM)-WYKZ(FM) Beaufort, S.C.
Seller: Specter Broadcast Corporation
Buyer: Tri-City Broadcasting Co.

Price: **$4,350,000**
WCMC(AM)-WZXL(FM) Wildwood, N.J.
Seller: Bear Broadcasting Co.
Buyer: Vinrah Inc.

Price: **$4,250,000**
WCVS(AM)-WFMB(FM) Springfield, Ill.
Seller: Springfield Advertising Co.
Buyer: Neuhoff Broadcasting Corp.

Price: **$4,200,000**
WSGA(AM)-WZAT(FM) Savannah, Ga.
Seller: WSGA Inc.
Buyer: Carl J. Marcocci

Price: **$4,100,000**
KIKI(AM)-KMAI(FM) Honolulu, Hawaii
Seller: Island Communications Corp.
Buyer: Henry Hawaii Broadcasting Co.

Price: **$3,900,000**
WFBG-AM-FM Altoona, Pa.
Seller: Gilcom Stations
Buyer: Empire State Radio Stations Inc.

Price: **$3,665,000**
WRJN(AM)-WHKQ(FM) Racine, Wis.
Seller: S.E. Wisconsin Radio Inc.
Buyer: Vision Broadcasting Inc.

Price: **$3,500,000**
WBMQ(AM)-WIXV(FM) Savannah, Ga.
Seller: Burbach Broadcasting Co.
Buyer: McCormick Broadcasting Corp.

Price: **$3,500,000**
KPEL(AM)-KTDY(FM) Lafayette, La.

Seller: Lafayette Broadcasting Inc.
Buyer: Radio KPEL-KTDY Inc.

Price: **$3,500,000**
WHMA-AM-FM Anniston, Ala.
Seller: Calhoun Broadcasting Co.
Buyer: Anniston Radio Inc.

Price: **$3,365,000**
KQAM(AM)-KEYN(FM) Wichita, Kan.
Seller: Long-Pride Broadcasting Co.
Buyer: Aberdeen Communications Inc.

Price: **$3,300,000**
WHRS(AM)-WFMI(FM) Winchester, Ky.
Seller: WKDJ Inc.
Buyer: Premier Broadcast Group Inc.

Price: **$3,250,000**
KRNT(AM)-KRNQ(FM) Des Moines, Iowa
Seller: Stauffer Publications Inc.
Buyer: Saga Communications Inc.

Price: **$3,100,000**
WCCF(AM)-WQLM-FM Punta Gorda, Fla.
Seller: Ogden Broadcasting of Florida Inc.
Buyer: WQLM-FM Inc.

Price: **$3,000,000**
WAKN(AM)-WNEZ(FM) Aiken, S.C.
Seller: Aiken Radio Inc.
Buyer: CSRA Broadcasters Inc.

Price: **$3,000,000**
WBBW(AM)-WQOD(FM) Youngstown, Ohio
Seller: Mahoning Valley Broadcasting Corp.
Buyer: H&D Broadcast Group

Price: **$3,000,000**
WAMT(AM)-WSCF(FM) Titusville, Fla.
Seller: Frazer Broadcasting
Buyer: Sage Broadcasting

Price: **$3,000,000**
WICI(AM) Ellettsville, and WBWB(FM) Bloomington, Ind.
Seller: Indiana Communications Inc.
Buyer: University Broadcasting Co.

Price: **$3,000,000**
WFTW-AM-FM Fort Walton Beach, Fla.
Seller: Vacationland Broadcasting
Buyer: Specter Broadcasting Corp.

Price: **$2,950,000**
WQIS(AM)-WNSL-FM Laurel, Miss.
Seller: Voice of the New South
Buyer: Design Media Inc.

Price: **$2,900,000**
WQBK-AM-FM Rensselaer, N.Y.
Seller: WQBK Inc.
Buyer: Albany Broadcasting Inc.

Price: **$2,850,000**
KNZS(AM) Capitola and KMBY-FM Seaside, Calif.
Seller: KMFO Radio Inc.
Buyer: John B. Frankhouser Jr.
Price: **$2,850,000**
Price: **$2,800,000**
KLMS(AM)-KFMQ(FM) Lincoln, Neb.
Seller: Woodward Communications
Buyer: Midwest Communications

Price: **$2,750,000**
WOIC(AM)-WMMC(FM) Columbia, S.C.
Seller: Alpha Communications of South Carolina
Buyer: Price Broadcasting Co.

Price: **$2,650,000**
KXDC(AM) Monterey, and KXDC-FM Carmel, Calif.
Seller: Carmel Broadcast Associates Inc.
Buyer: Western Media Group Corp.

BUFFALO BROADCASTING COMPANY, INC.

a subsidiary of

KING WORLD PRODUCTIONS, INC.

has acquired

WIVB-TV
Buffalo, NY

$74,000,000
TOTAL SENIOR FINANCING

$15,000,000
SENIOR DEBT FINANCING

was provided by

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C.F. CAPITAL CORPORATION

TV sales by type

Category	Total sold	In ADI's 1-25	In ADI's 26-100	In ADI's 100+
Affiliated VHF	14	0	6	8
Affiliated UHF	14	0	3	11
Ind.VHF	4	2	2	0
Ind.UHF	38	10	25	3

Price: **$2,600,000**
WHIT(AM)-WWQM(FM) Madison, Wis.
Seller: Hudson Group Ltd. Partnership of Wisconsin
Buyer: Media Capital Inc.

Price: **$2,600,000**
WELP(AM)-WLWZ(FM) Easley, S.C.
Seller: American Communications of Greeneville, South Carolina
Buyer: Voyager Communications III Inc.

Price: **$2,500,000**
KHAK-AM-FM Cedar Rapids, Iowa
Seller: Stoner Broadcasting
Buyer: Quass Broadcasting

Price: **$2,500,000**
WDAD(AM)-WQMU-FM Indiana, Pa.
Seller: Indiana Broadcasters Inc.
Buyer: RMS Media Management Inc.

Price: **$2,500,000**
KHIT(AM) Sun Valley, and KIIQ(FM) Reno, Nevada
Seller: KSRN Corp.
Buyer: Reno Broadcasting joint venture

Price: **$2,400,000**
WWCK-AM-FM Flint, Mich.
Seller: Reams Broadcasting Corp.
Buyer: Majac of Michigan Inc.

Price: **$2,000,000**
WTSL-AM-FM Hanover, N.H.
Seller: Sound Citizen Communications Corp.
Buyer: CM Communications Corp.

Price: **$1,922,000**
KMGR-AM-FM Salt Lake City, Utah
Seller: Transcolumbia Communications Ltd.
Buyer: Bingham Communications Inc.

Price: **$1,900,000**
KCVR(AM)-KWIN(FM) Lodi, Calif.
Seller: KCVR Radio
Buyer: Turnbeaugh Communications

Price: **$1,750,000**
WKTY(AM)-WSPL(FM) Lacrosse, Wis.
Seller: Lacrosse May Broadcasting L.P.
Buyer: White Eagle Broadcasting Ltd.

Price: **$1,750,000**
WTLB(AM)-WRCK(FM) Utica, N.Y.
Seller: WTLB Inc.
Buyer: H&D Media Inc.

Price: **$1,675,000**
WATN(AM) Watertown, and WTOJ(FM) Carthage, New York
Seller: A.P.A. Communications Inc.
Buyer: Clancy-Mance Communications Inc.

Price: **$1,650,000**
KNIR(AM)-KDEA(FM) New Iberia, La.
Seller: Donald Bonin and Guy Martin Jr.
Buyer: Signal Companies of Louisiana Inc.

Price: **$1,600,000**
WCED(AM)-WOWQ(FM) Dubois, Pa.
Seller: Tri-County Broadcasting Co.
Buyer: Tri-County Broadcasting Acquisition Corp.

Price: **$1,600,000**
WAIT(AM) Crystal Lake, and WXET(FM) Woodstock, Illinois
Seller: Lake Valley Broadcasters Inc.
Buyer: Crystal Lake Radio

Price: **$1,550,000**
WOTT(AM)-WNCQ(FM) Watertown
Seller: R.B.G. Productions Inc.
Buyer: North Star Broadcasting

Price: **$1,535,000**
WGAM(AM)-WRSI(FM) Greenfield, Mass.
Seller: Green Valley Broadcasting Co.
Buyer: Howard Communications Inc.

Price: **$1,500,000**
KUTR(AM)-KLTQ(FM) Salt Lake City, Utah
Seller: Sunrise-Utah Inc.
Buyer: Citadel Associates Limited Partnership

Price: **$1,488,000**
KWOA-AM-FM Worthington, Minn.
Seller: Worthington Broadcasting Co.
Buyer: Donald L. and Janet M. Rabbitt

Price: **$1,450,000**
WLLL(AM)-WGOL(FM) Lynchburg, Va.
Seller: C.G.S. Communications
Buyer: George Douglas

Price: **$1,430,000**
WAKS(AM)-WAZZ-FM Fuquay-Varina, N.C.
Seller: Meca Broadcasting Inc.
Buyer: Ceder Raleigh L.P.

Price: **$1,400,000**
WMME-AM-FM Augusta, Me.
Seller: Target Communications
Buyer: Tri-Group Inc.

Price: **$1,368,675**
WMAJ(AM)-WXLR(FM) State College, Pa.
Seller: Centre Broadcasters Inc.
Buyer: Nittany Broadcasting Co.

Price: **$1,350,000**
KAFF-AM-FM Flagstaff, Ariz.
Seller: Resorts Broadcasting Inc.
Buyer: Guyann Corp.

Price: **$1,250,000**
WATK(AM)-WRLO-FM Antigo, Wis.
Seller: Nicolet Communications
Buyer: Ad-Mark Communications Inc.

Price: **$1,250,000**
KVFR-AM-FM Falcon, Colo.
Seller: Louis Foreman Allen
Buyer: Tippie Communications Inc.

Price: **$1,100,000**
WMKM(AM)-WJGS-FM Houghton Lake, Mich.
Seller: Shea Broadcasting Co.
Buyer: Northland Communications

Price: **$1,100,000**
WFAU(AM)-WKCG(FM) Augusta, Me.
Seller: Tanist Broadcasting Corp.
Buyer: Seacoast Broadcasting Inc.

Price: **$1,100,000**
KPUR(AM) Amarillo, and KATT(FM) Canyon, both Texas
Seller: Alfred Broadcasting Inc.
Buyer: Holder Broadcast Services of Texas Inc.

Price: **$1,100,000**
WESO(AM)-WQVR(FM) Southbridge, Mass.
Seller: Eastern Media Inc.
Buyer: John R. Neuhoff Jr.

Price: **$1,049,208**
KFPW(AM)-KBBQ(FM) Fort Smith, Ark.
Seller: Border Broadcasting Co.
Buyer: George T. Hernreich

Price: **$1,040,000**
KTIP(AM)-KIOO(FM) Porterville, Calif.
Seller: Chief Broadcasting Inc.
Buyer: Porterville Broadcasting Inc., dba Euphonic Broadcasting

Price: **$1,000,000**
WIRD(AM)-WLPW(FM) Lake Placid, N.Y.
Seller: WIRD Inc.
Buyer: Adirondack Network Systems Inc.

Price: **$1,000,000**
WBIW(AM)-WQRK(FM) Bedford, Ind.
Seller: Mid-America Radio Group Inc.
Buyer: Ad-Venture Media Inc.

Price: **$1,000,000**
WCOU(AM)-WAYU(FM) Lewiston, Me.
Seller: Long Lake Broadcasting Corp.
Buyer: Airborne Broadcasting Co.

AM's

California

Los Angeles
KFAC(AM)
Seller: Classic Communications of Los Angeles
Buyer: Lotus Communications
Price: **$8,700,000**

Pasadena
KWKW(AM)
Seller: Lotus Communications
Buyer: Group III Management Corp.
Price: **$4,500,000**

San Jose
KLOK(AM)
Seller: KLOK Radio Ltd.
Buyer: Bahia Radio Inc.
Price: **$5,200,000**

Florida

Cypress Gardens
WGTO(AM)
Seller: Cypress Broadcasting Ltd.
Buyer: Florida Media Inc.

Price: **$1,882,000**

Pine Island Center

WDCQ(AM)
Seller: Jerry J. Collins
Buyer: CR Investment Partners Inc.
Price: **$2,200,000**

Wilton Manor

WEXY(AM)
Seller: Celebrities Inc.
Buyer: JLG Broadcasting Inc.
Price: **$1,250,000**

Louisiana

New Orleans

WTIX(AM)
Seller: Price Communications Corp.
Buyer: United Network Inc.
Price: **$1,300,000**

Maryland

Silver Spring

WNTR(AM)
Seller: WNTR of Silver Spring Inc.
Buyer: CBN Continental Broadcasting Network Inc.
Price: **$1,600,000**

New Jersey

Newark

WNJR(AM)
Seller: Daniel E. Robinson and Harold R. Sims
Buyer: Spanish American Radio Communications Inc.
Price: **$4,100,000**

New York

New York

WFAN(AM)
Seller: Emmis Broadcasting
Buyer: Spanish Broadcasting System
Price: **$23,000,000**

WNEW(AM)
Seller: Metropolitan Broadcasting of New York
Buyer: Westwood One Inc.
Price: **$11,000,000**

Pennsylvania

Phoenixville

WYIS(AM)
Seller: Hart Broadcasting
Buyer: Radio Salvacion Inc.
Price: **$1,500,000**

Texas

Corpus Christi

KUNO(AM)
Seller: KUNO Radio Inc.
Buyer: KDOS Inc.
Price: **$1,200,000**

Dallas

KRLD(AM)
Seller: Metropolitan Broadcasting
Buyer: Command Communications
Price: **$50,000,000**

Del Valle

KIXL(AM)
Seller: Encore Communications Associates L.P.
Buyer: KIXL Partners Ltd.
Price: **$1,500,000**

Fort Worth

KFJZ(AM)
Seller: KFJZ Broadcasting Inc.
Buyer: Garden City Broadcasting Co.
Price: **$1,300,000**

Vermont

Burlington

WDOT(AM)
Seller: Hunter Broadcasting Inc.
Buyer: Metro Management Inc.
Price: **$1,000,000**

Cable

Cable deals or BROADCASTING valuations above $100 million. Includes United Artists-United Cable merger tabled for the moment.

Price: **$2.85 billion**
Buyer: Comcast 50%, TCI 35%, TKR Cable 15%
Seller: Storer
Subscribers: 1,450,000

Price: **$2 billion**
Buyer: United Artists
Seller: United Cable
Subscribers: 1,100,000

Price: **$1.265 billion**
Buyer: Houston Industries
Seller: Rogers Cablesystems
Subscribers: 525,000

Price: **$725 million**
Buyer: Cablevision Industries
Seller: Wometco
Subscribers: 311,000

Price: **$550 million**
Buyer: Cablevision Systems
Seller: Viacoms' Suffolk County, N.Y., North Coast Cable
Subscribers: 220,000

Price: **$420 million**
Buyer: Western Tele-Communications Inc.
Seller: Taft Cable Partners
Subscribers: 210,000

Price: **$198 million**
Buyer: ML Media
Seller: Prime Cable's Prince George's County, Md., system
Subscribers: 62,000

Price: **$192 million**
Buyer: United Artists
Seller: Daniels & Associates
Subscribers: 380,400

Price: **$186 million**
Buyer: Insight Communications
Seller: Masada
Subscribers: 71,500

Price: **$170 million-$180 million**
Buyer: First Carolina
Seller: James Communications
Subscribers: 97,000

Price: **$178 million**
Buyer: Triax Communications
Seller: Dowden Cable
Subscribers: 105,000

Price: **$160 million**
Buyer: WTCI, TCI and Centel (swap)
Seller: WTCI, TCI and Centel (swap)
Subscribers: 91,000

Price: **$153 million**
Buyer: American Television & Communications
Seller: TCI's half of Memphis system
Subscribers: 140,000

Price: **$140 million**
Buyer: Heritage
Seller: Gill Industries 49%
Subscribers: 130,000

Price: **$137.5 million**
Buyer: Prime Cable
Seller: Sonic Cable's Anchorage system
Subscribers: 80,000

Price: **$130 million**
Buyer: Warner
Seller: TA Associates' 66% stake in Milwaukee system
Subscribers: 84,000

Price: **$102.5 million**
Buyer: Century
Seller: AdamBanc Savings
Subscribers: 44,000

Broker barometer: 88's success continues in '89

FM continues to be hottest broadcasting ticket; among reasons given for optimism are no rise seen in interest rates, strong economy and no new action by FCC or Congress

Despite the stock-market crash in the fall of 1987, upward pressure on interest rates and other negative trends in the broadcasting business, station brokers predicted a year ago that 1988 would be a good year for station trading. The prediction could have been dismissed as just another example of brokers' indefatigable optimism, but, as it turns out, they were right.

A tabulation of the weekly sales reported by BROADCASTING in "Changing Hands" and "For the Record" reveals that the number of stations sold and the average price paid for them increased during the year. Total sales volume was off more than 2.5 billion, but the difference was attributable to a few mega-deals that closed in 1987 and swelled that year's total.

Given the brokers' forecasting record, broadcasters should be heartened to learn that many brokers are predicting a robust market and rising prices again this year. Said Cecil Richards, president, Cecil Richards Inc.: "The industry is so dynamic, there are always reasons for people to buy and sell. I see nothing to impede continued trading activity. If we do things right, 1989 should be better than last year."

The services will not prosper equally, however. According to brokers surveyed by BROADCASTING over the past month, stand-alone radio prices, which jumped 50% in 1988, should continue to outdistance stand-alone television prices, which rose a modest 10% last year. "Going forward in 1989, there remains an extremely high interest by established investors in the radio industry," said Glenn Serafin, director of radio broadnications Capital, a Dallas-based investment banking firm specializing in private placements for communications companies.

That lender caution could be combatted, said Straty, by a period of sustained growth in national revenues. Also likely to prompt lending would be a drop in interest rates sometime this year, she said, although that drop is generally not expected until 1990.

One new possible investor mentioned by Straty and others in the investment community is the cable MSO. For example, Massachusetts-based radio group Atlantic Ventures Inc. is headed by former American Cable executive Steve Dodge. And Cablevision's Charles Dolan has expressed some interest in entering the radio business. At least two MSO's have branched out into outdoor advertising, added Straty.

"It seems to be a reasonable idea because the synergies are clearly there," said Stevens. "I think it's going to happen, because it makes so much sense." ☐

The latest buying and selling tool: minority tax certificates

Changing tax laws are one of many reasons that this device is attracting growing interest in financial circles

Selling its cable system to a minority-controlled partnership will bring the New York Times Co. a bonus of $55 million or more. As a result of the January deal, J. Bruce Llewellyn, a black businessman from Philadelphia, is expected to head a partnership controlling a $420 million, 162,000-subscriber cable system (BROADCASTING, Jan. 16). This sale is one of the latest, most dramatic examples of the FCC's minority tax certificate policy, a 10-year-old program designed to increase minority ownership of communications properties, most commonly by granting tax benefits to companies that sell broadcast and cable properties to minorities. As in the Times transaction, the value of the tax certificate can be substantial.

By many accounts, the Times sale is only the beginning of a new wave of tax certificate use. Because of the rising profile of tax certificate deals, changing tax laws that make the certificates more attractive to investors and growing comfort with minority-led ventures among industry investors, the use of tax certificates is bound to grow, observers say. "The tax certificate is one of the last footholds for a tax shelter that an investor has," said John Oxendine, president of Broadcast Capital Fund, a minority venture-capital company.

Much of the growth in tax certificate use is expected to come from cable transactions. Since the FCC's policy was instituted in 1978, tax certificates have been issued in connection with the sale of only five cable systems, while sales of 174 radio and television stations have qualified sellers for a certificate. Michael Connelly, a director at First Boston Corp. who advised the Times Co. on the sale of its systems, said he knows of four cable deals involving tax certificates that are being negotiated. "Hopefully, some or all of them will go through," he said. According to Andy Armstrong, senior vice president of Waller Capital Corp., "It's one of the first questions bidders are asking thses days: 'Would a tax certificate be useful to the seller?' "

In its most common usage, a tax certificate is issued to an entity that sells a broadcast property or cable system to a minority owned or operated company. If the seller reinvests the gains on the sale within an allotted period—roughly two years—the seller pays no tax on his profits until the sale of the second property. But, as in the case of the Times sale, even if the seller is not planning to reinvest sale proceeds in what is known as a "qualified replacement property," a minority tax certificate enables tax savings via other means. In a 1982 expansion of the tax certificate policy designed to help minorities raise capital, tax certificates are also granted to investors of startup capital for a minority-controlled media company upon the sale of their interests in that company. In fact, it appears that under the startup capital application of the tax certificate policy, Llewellyn's partners in the purchase, Comcast Corp. and Lenfest Communications, would qualify for a tax certificate if they were to sell their interests in the venture.

In a decision announced in January that has troubled some onlookers, the FCC agreed for the first time to grant a tax certificate to a minority-owned company that sold its cable assets to a company not controlled by minorities. Though some observers question whether granting tax advantages to a minority seller actually promotes the policy's goal of encouraging minority ownership, the lawyer for the seller says that the decision is only an extension of the FCC's previous policy and is not not easily applicable to other situations.

"The tax certificate policy is probably the greatest contributor to minority ownership of broadcast facilities over the past 10 years," said James Winston, executive director and general counsel of the National Association of Black Owned Broadcasters. By Winston's account, before the 1978 institution of the policy, blacks owned a total of one television station and 30 radio stations. Today, he said, 170 radio and 15 TV stations are black-owned. "That can be attributed largely to the tax certificate encouraging sellers to seek out minority buyers," he said.

One reason that tax certificate use is expected to grow, especially in cable, is increasing familiarity. "The availability and usefulness of [tax certificates] is becoming more widely known and understood by buyers and sellers," said Steve Rattner, a managing director at Morgan Stanley. Rattner said that although the most broadly known application of tax certificates—tax deferrals on proceeds reinvested in "qualifying" media properties—has limited applicability, tax certificate uses that can be more broadly applied are not as well understood. One advantage of the Times transaction, according to Don Russell, president of CEA Inc., is that all of the losing bidders on the property were able to devise buying mechanisms that would have qualified the transaction for a tax certificate and with whose management they were comfortable. "Minorities," Russell said, "will find it easier to be financed and backed by an MSO when it comes to making these types of acquisitions."

Whether a particular ownership structure for a minority-controlled buyer—for example, a limited partnership headed by a minority general partner—will qualify a transaction for a minority tax certificate is often unclear, said William Kennard, a lawyer with Verner, Liipfert, Bernhard, McPherson & Hand. But, he said, the FCC's staff is willing to examine proposed ownership structures and make informal, non-binding opinions as to whether they will be satisfactory. Kennard said that the Times as well as several bidders for the Times cable properties made visits to the FCC "to find out what would fly and what wouldn't."

Beyond the educative value of high-profile deals to bidders and observers, perhaps a more important spur to tax-certificate deals has been the Tax Reform Act of 1986. One effect of tax reform was the elimination of the favorable tax rate that capital

Tax certificate tally

Numbers of broadcast stations sold annually with a minority tax certificate as of Jan. 19, according to the FCC's Office of Public Affairs

1978 (May-Dec)	**4**	**1984**	**11**
1979	**12**	**1985**	**17**
1980	**10**	**1986**	**16**
1981	**15**	**1987**	**31**
1982	**15**	**1988**	**31**
1983	**10**	**1989**	**2**

gains had enjoyed over ordinary income. And with the act's repeal of the General Utilities Doctrine (GUD), sales of broadcast and cable assets often subject sellers to taxation at both the corporate and individual level totaling as much as 52.4% of gains. Because of the GUD repeal, Russell said, sellers often prefer stock sales over asset sales to avoid double taxation. However, buyers prefer asset purchases because they have a higher proportion of depreciable and amortizable items in the gross purchase price. But in a stock transaction that qualifies the seller for a tax certificate, "you can pay them 10% or 20% less for the property," Russell said, "and have them end up with a greater after-tax net profit." According to Jim Blackburn, chairman of Blackburn & Co., "Sellers prefer to sell stock. Buyers prefer to buy assets. A tax certificate solves the whole problem."

But while industry observers are aware of the potential value of tax certificates, they point out that the certificates are not universally usable or useful. For example, radio broker Craig Culp said that in most of the transactions with which he is familiar, offering a tax certificate hasn't been significantly helpful. Tax certificates are most valuable, it appears, to sellers with large capital gains that they plan to reinvest in broadcast or cable properties. The smaller the capital gain, the less valuable a certificate.

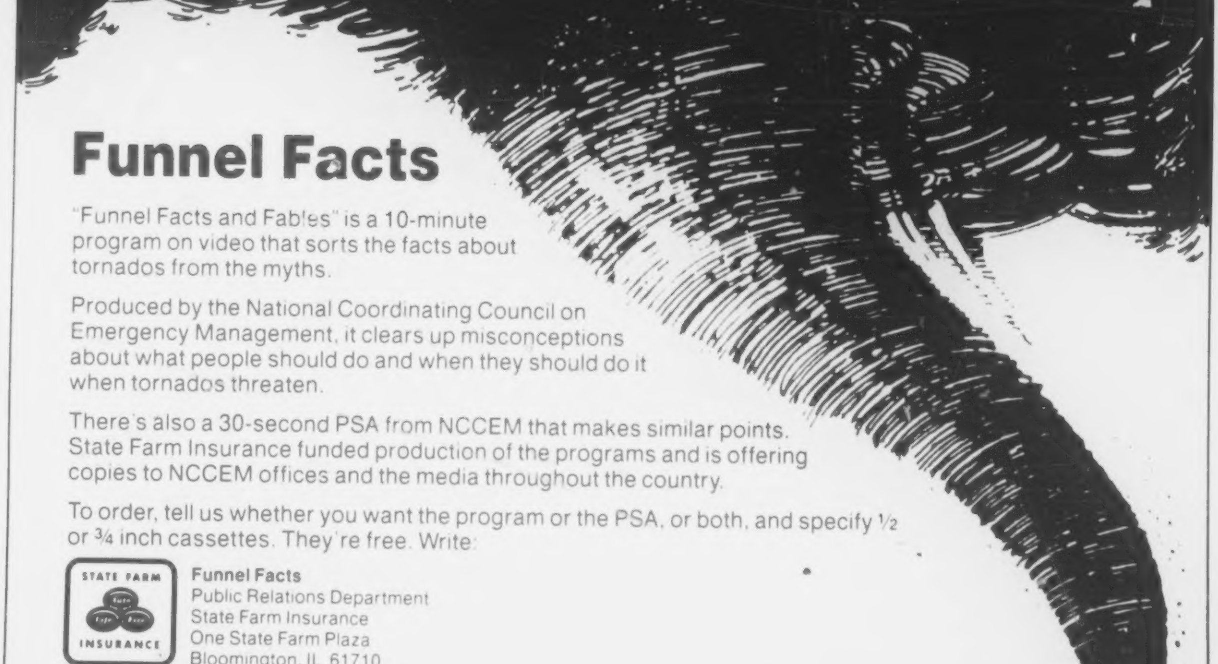
Winston said he did not see the use of tax certificates growing dramatically in broadcasting because the escalating prices of station properties are putting them beyond the reach of 100% minority-owned companies, which Winston said account for the bulk of minority station purchases. Most of the situations in which it makes sense for a minority to form a partnership with non-minorities making a substantial equity contribution seem to be taking place in the cable arena, Winston said.

Oxendine

A January FCC decision to grant a tax certificate to St. Louis City Communications, a minority-owned company that sold its assets to Tele-Communications Inc., has been causing some confusion, partly because the commission has yet to release the full text of its decision. To some onlookers, the decision appears to fly in the face of the goal of encouraging minority ownership by granting a tax reward to a minority company for parting with a cable system. But according to the seller's lawyer, R. Clark Wadlow of Schnader, Harrison, Segal & Lewis, the case has been misunderstood: "Some people have jumped to conclusions and said, 'My God, a minority can get a tax certificate by selling to a white!' " The FCC's decision in this case, he said, enabled investors to reap the same economic benefit they would have enjoyed upon the liquidation of a company before the repeal of the GUD. The benefit to investors in St. Louis City Communications, which said it planned to reinvest the proceeds from the $35 million sale in a qualified replacement property, is the "functional equivalent" of the tax certificate's previous benefits to investors of start-up capital in minority companies. Wadlow said that he did not think that the case would have a wide application because it had "unusual factual circumstances."

Others are troubled by the decision. Winston called it "misguided policy." Kennard said: "There's a logical inconsistency to allow a tax certificate on liquidation, but not on the sale of 100% of stock to nonminorities." ■

This "Special Report" was produced by Lucia Cobo with Harry Jessell, Matt Stump, George Mannes, Rich Brown and Tony Sanders.



Funnel Facts

"Funnel Facts and Fables" is a 10-minute program on video that sorts the facts about tornados from the myths.

Produced by the National Coordinating Council on Emergency Management, it clears up misconceptions about what people should do and when they should do it when tornados threaten.

There's also a 30-second PSA from NCCEM that makes similar points. State Farm Insurance funded production of the programs and is offering copies to NCCEM offices and the media throughout the country.

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for the 90's."

- Universal's *911* is a to-the-rescue action show about paramedics, firefighters and cops.

- The Elvis project, from New World, is called *Elvis: Good Rockin' Tonight*, and focuses on the young Elvis. Priscilla Presley, the Elvis' widow, serves as executive producer on the project, with Rick Husky. ☐

State of programing affairs

In a recent satellite feed to client stations, John Von Soosten, vice president and director of programing, Katz Television Group, decried the current first-run program development season as "the weakest in several years in terms of originality." That assessment, coupled with the increasing failure of many syndicators to produce pilots for their shows, were described by Von Soosten as "disturbing developments."

In analyzing this year's new crop of new programs, he said: "We noted a definite trend toward exploitation or 'trash TV' in virtually all program categories: talk, reality, magazine, even game shows with frequent sex-related questions." Distributors have avoided producing pilots, which cost $500,000 or more, where possible in recent years to save on costs. Without pilots, Von Soosten said, "it becomes tougher to intelligently choose and purchase programing, and in some cases, even [to get] a clear idea of program concept."

Holding viewers: programers share strategies

ANA conference hears about networks' need for more new shows, 'big event television'

Senior programing executives from NBC, CBS, ABC and Fox met last week to discuss future strategies to keep viewers from turning the dial. The occasion was an Association of National Advertisers conference, "Star Wars Is Here—In Programing," held at New York's Plaza hotel. Topics covered included the importance of scheduling, experimentation, the state of broadcast standards research and ways to retain audiences during commercials. Each executive offered a distinct view of his own network's strengths and weaknesses.

"The best way to keep an audience is total nudity in all dayparts," joked Warren Littlefield, executive vice president, NBC Entertainment. He explained that his network needs to find ways for more new shows to appear throughout the year. "A 52-week season is not possible," he said, "but when daylight savings time comes, we're out of business." A plan to introduce new series last summer was foiled by the writers' strike, and a similar plan for this year may be hampered by a possible actors' strike.

Stressing the importance of experimentation, Littlefield said NBC will have no more music specials and will try new things in the "laboratory." "We got *Unsolved Mysteries* this way," he said. Littlefield also noted NBC's commitment to investment in their shows and stated that their overall strategy is to "match up the best auspices with the most commercial idea."

Peter Tortorici, vice president, planning and scheduling, CBS Entertainment, said "big event television" is what his network will be about for the next four years, in an attempt to recapture its audience base. "There is an imbalance in the type of audience we're getting," he explained. "We'll pursue a younger audience and our new slate of programing will reflect this. We want to offer commercial properties with stars."

Edward Harbert, vice president, prime time, Capital Cities/ABC Entertainment, posed a series of questions he felt raised issues that had to be addressed by the entire industry. Among these were the impact of grazing ("the remote control is the semiautomatic weapon of the 90's," he said), the threat of first-run syndication to networks, the polarization of viewers and the impact of "reality" programing.

Garth Ancier, senior vice president, Fox Broadcasting Co., describing himself and his staff as "guerilla fighters," expressed thanks for being included on the programing panel for the first time. Fox is happy with its current Sunday night lineup, he said, noting that *21 Jump Street* and *America's Most Wanted* hit "record highs" Feb. 5. Fox will reevaluate the Saturday schedule and will have Monday night prime time shows "up and running" by Sept. 11. These are likely to consist of two-hour programs; 20 pilots are being made. In May, Fox will also introduce a night of movies, Ancier said, that could become a weekly feature.

Syndication■Marketplace

The first **Fox** network show offered in syndication, *21 Jump Street*, has been sold to WPIX(TV) New York and KTLA(TV) Los Angeles, according to TeleVentures, the show's distributor. In fall 1991, 107 episodes of the show will be available. It is possible, said TeleVentures Chief Executive Officer Pat Kenney, that the all-cash show will be available in the fall of 1990, when 83 episodes will be ready.

☐

Declared "firm goes" for next season by their syndicators last week: **MGM/UA's** *Straight to the Heart*, **MCA's** *Lassie*, **Select Media's** *InSport*, **Buena Vista's** *Win, Lose or Draw* (renewed for third season).

☐

DSL Entertainment said it has licensed U.S. cable and syndication rights to the Brits Awards, England's equivalent to the Grammy music awards. Cable rights went to MTV and syndication rights to Viacom. DSL is producing the awards show, which takes place tonight (Feb. 13) in London.

☐

Group W Productions has cleared *This Evening* in New York on WCBS-TV. Station will replace *Win, Lose or Draw* with *Evening*, effective Feb. 27. Program is now cleared in 33 markets.

☐

Mother's Day with Joan Lunden, a talk show strip currently being produced by **Michael Kraus Productions** for fall 1989, has been cleared by 33 stations, covering about 30% of the country. Kraus expects to sell to nine of the top 10 markets in the next month, and is close to signing stations in Los Angeles and New York. Stations sold include WKYC-TV Cleveland, WGBO-TV Chicago, WGBS-TV Philadelphia, WSVN-TV Miami, KDFI-TV Dallas and WVIT(TV) Hartford-New Haven, Conn.

☐

Vestron Television's *Eyes of War*, hosted by Robert Mitchum, has cleared 10 markets, including stations in Philadelphia, Dallas and Washington. The series, which was launched at NATPE, comprises eight two-hour specials.

☐

Worldvision Enterprises will introduce what it called an "advertiser intensive" consumer home improvement show called *Your Home* for fall 1989. Designed as a vehicle to draw advertisers such as hardware and furniture stores and savings and loans, the half-hour weekly series is being offered on a barter basis with Worldvision retaining two minutes of commercial time and stations getting four-and-a-half minutes. In addition to that time, the program will include a pre-emptible 90-second segment following the third commercial break that stations can use with the two-minute pod immediately preceding to sell up to three-and-a-half minutes of commercials.

The 26-episode, 52-week show will be produced by Laurel Entertainment in association with Worldvision. As of last Tuesday (Jan. 24), the company had no clearance announcements.

C1750-1
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The Fifth Estate
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Broadcasting ⚡ Feb 20

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* Arbitron metro shares 12+, 6 a.m.-Midnight, Mon.-Sun., 1979-1988
** Arbitron metro shares 6 a.m.-Midnight, Mon.-Sun., Fall 1988

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58th Year 1989

Up in arms over syndex

'At Large': Eddie Fritts

Monte Carlo: The TV show

Broadcasting Feb 20

Vol. 116 No. 8

Broadcasters protest anticipated syndex delay...

NAB and INTV jointly object to FCC's expected vote to put off effective date of commission's new syndicated exclusivity rules. **PAGE 27.**

News from Monte Carlo...

U.S.-West German production deals, international program co-production top agenda at annual TV sales market in Monte Carlo. **PAGE 30.**

Standing up for broadcasting...

In this "At Large" interview with BROADCASTING editors, National Association of Broadcasters President Eddie Fritts talks about the issues affecting commercial radio and television and about how the NAB is responding to a present and planning for a future defined by change. **PAGE 42.**

29/FOX SHAKEUP

Fox Entertainment President Garth Ancier resigns. Former Lorimar Film Entertainment president, Peter Chernin, is tapped to head newly created Fox Entertainment Group.

32/NEW RAB CHIEF

Radio Advertising Bureau chooses veteran broadcaster Warren Potash to replace outgoing President and CEO Bill Stakelin.

38/EDDIE MURPHY: TV PRODUCER

Actor/comedian Eddie Murphy's three-year development deal with CBS could signal new, more adventurous, twist to CBS prime time comedy.

49/NEW VARIABLE

Television reps and clients search for ways to deal with compensation of unwired networks.

28/MADDIE & DAVID ON LEAVE

ABC's formerly top rated show *Moonlighting*, is placed on hiatus until April to make room for two new comedies.

40/TEST MARKET

MCA's WWOR(TV) Secaucus, N.J., is developing new programs which, like *The Morton Downey Jr. Show*, could be syndicated nationally if local test is successful.

46/JUST TALK

World of satellite-delivered talk radio services continues to grow as station operators look to potential of low maintenance, around-the-clock national talk/information programing alternatives.

58/INTERNATIONAL VERSION

Movietime licenses its original programing to Warner Bros. for international distribution and participation in new in-theater movie magazine.

59/HDTV OBSTACLES

ATS systems subcommittee members say mid to late 1991 is most optimistic estimate for when new high-definition or enhanced-definition TV transmission standard could be recommended to FCC.

79/MAKING COUNTRY COOL

As vice president and general manager of The Nashville Network, David Hall has kept straight course, battling, as he says, "good old boy" image of country lifestyle service and convincing skeptical of TNN's broad-based appeal.

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tor is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress which is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision calling for repeal of ban. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's' arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

SERVICE	ON AIR	CP's[1]	TOTAL*
BROADCASTING			
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit.

Direct Broadcast Satellites

■ Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, latter as likely retailers to home market.

HBO parent company, Time Inc., in last quarter of 1988, 'wrote down' value of HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by $35 million—third of original value. HBO already provides Ku-band feeds of its programing via Satcom K-1, K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "time-frame." It believes 200-watt DBS birds will enable reception of video programing by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ Feb. 23 has been set for House Telecommunications Subcommittee hearing to discuss issues raised in "action memos" received Feb. 1 from several broadcasting and high technology organizations. Major difference of opinion exists between Electronic Industries Association, which emphasized reduction of

MBWA and focused on the concept as a management/leadership style.

As Mr. Paskus notes, when I started dropping into every office and studio at least once a day, and usually more often, the staff was suspect of my motives. They reported that my predecessors (of which there were several in a short span of time) all followed the same pattern of spending each day in their office—frequently behind closed doors—except for trips to the men's room and lunch.

I credit the MBWA approach to leadership with playing a major role in this "kid from the country" being able to come into the big Number One city and, together with the rag-tag staff I inherited, assemble a team effort that was able to move the station from number 23 to number 5 in the Arbitron ratings in seven months, without the support of outside promotion.

Yes, Management By Walking Around works. I've seen no other method that can equal it. Thanks for giving it a fresh exposure.—*Marlin R. Taylor, managing director, The Ali Mar Organization Ltd., Doylestown, Pa.*

Begs to differ

EDITOR: In the Jan. 23 "Monday Memo", Reese Schonfeld says: "The stories we covered in the *Crimewatch Tonight* pilot also ran in *Vanity Fair*, the *Los Angeles Times* and the *Omaha World-Herald*."

During the *CBS Evening News* report on "reality-based" television, Maury Povich offered that *A Current Affair* reported on

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office □

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most irreverent of which is a *Holiday on Ice* parody called *Gandhi on Ice* ("You'll thrill as that anorexic imp of India skates his way into your heart and consciousness").

According to McClafferty, CBS has encouraged EMTE to challenge the normal standards of prime time comedy. "They want us to reach," he said. "They've given us unlimited creative flexibility."

And, with *Alan*, at least, it seems to have paid off. Both the production company and CBS see a potential series emerging from the project, depending on the ratings for the special. But the ratings aside, "there are several opportunities for a series within this special," said Flack.

The second EMTE project in the works is a series commitment based on Murphy's box office hit, "Coming To America." "Coming to America" is a nine-episode pick-up that will start production as soon as the lead is cast. McClafferty was scheduled to show CBS a candidate late last week. "If they like him, we go into immediate production on the show," he said. It could be ready in time for late mid-season, he said.

Other current projects include a Christmas-time made-for-TV movie that Paramount Domestic Television will syndicate for December. This summer, the company will distribute through Paramount Home Video a series called *Saturday Night Live: The Best of Eddie Murphy*, culled from footage of his five seasons with the program (1980-85).

At the time EMTE signed its deal with CBS, the company had a pilot commitment with NBC, which has since been scrubbed. Why CBS? "They were wide open to change," said McClafferty. □

'Citizen's' arrest

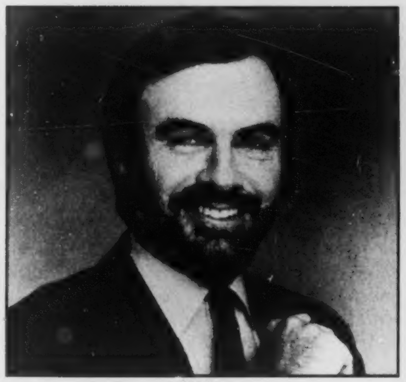
Rosebud will continue to burn in black and white, as Turner Entertainment Co. announced February 14 it has "discontinued preparation" for the colorization of *Citizen Kane*. "While a court test might uphold our legal rights to colorize the film," said Roger Mayer, Turner Entertainment Co. President, "provisions of the contract between RKO Pictures, Inc. and Orson Welles and his production company, Mercury Productions, Inc., could be read to prohibit colorization without permission of the Welles Estate."

Mayer told BROADCASTING that the decision not to colorize the Welles film was "indefinitely postponed." He also said it was possible Turner Entertainment would colorize *The Magnificent Ambersons*, Welles' second film, but not without first examining the "creative and legal" aspects of such a decision.

Kelly to head development for Paramount's Revcom co-venture

Frank Kelly has been promoted to executive vice president, programing and development, Paramount Domestic Television. Kelly, who had been senior vice president, takes on the added responsibility of overseeing development of the mini-series and made-for-TV-movie product from Paramount's joint programing venture with the Paris-based Revcom, and continues to oversee programing and program development of all first-run, cable and pay television for Paramount.

The company's first co-venture with Revcom, *Not a Penny More, Not a Penny Less*, based on the Jeffrey Archer best seller of the same name, will start production in 60-



Kelly

'Dove' pulls CBS up the ladder

CBS tied with NBC for first place in week 21 (ended Feb. 12), aided by the unexpectedly high ratings for the four-part mini-series *Lonesome Dove*. *Dove* now ranks 14th on the all-time mini-series list.

For the week, both NBC and CBS scored a 16.7 rating/25.9 share. ABC closed out the week with a 12.8/19.8. NBC managed, just barely, to keep CBS from winning all three nights on which *Dove* aired.

NBC took Monday away from CBS by running special broadcasts of *Cosby*, *Golden Girls*, *Empty Nest*, *Cheers* and *Night Court*. This strategy gave NBC a Monday average of 20.4/29—a slim 0.1 rating point ahead of CBS's 20.3/29.

Tuesday went to CBS with a 19.9/29.7 evening average. *Dove* pulled in a 24.8/37 that night to rank fourth for the week.

Wednesday was a 22.2/33.3 win for CBS, as well as the concluding night for *Dove*, which garnered a 27.3/41 to take the number-one position for the week.

Thursday night's averages are lower than usual, due to the broadcast of President Bush's speech to Congress. For the night, NBC pulled in a 22.0/34.9. CBS had a 12.1/19.1, while ABC had a 5.6/9.1.

Friday was ABC's first, and only, win for the week, managing a 14.3/24.3, over both CBS's and NBC's 12.2 rating.

Saturday went to NBC's 19.5/33.6. CBS had an 8.5/14.6 while ABC had an 8.4/14.1.

CBS took Sunday with an 18.8/28.9, primarily on the strength of *60 Minutes*' 24.4/39 and *Murder, She Wrote*'s 22.2/33.

Nielsen		Net	
1	27.3/41	C	CBS Wednesday Movie
2	27.1/41	N	Cosby Show
3	25.6/37	N	Cosby Show, special
4	24.8/37	C	CBS Tuesday Movie
5	24.7/35	A	Roseanne
6	24.4/39	C	60 Minutes
7	24.3/37	N	Different World
8	23.8/34	C	CBS Monday Movie
9	23.8/39	N	Golden Girls
10	22.8/32	N	ALF
11	22.3/34	A	Who's the Boss?
12	22.2/33	C	Murder, She Wrote
13	21.8/30	N	Golden Girls, special
14	21.0/35	N	Empty Nest
15	19.9/30	N	NBC Sunday Movie
16	19.6/36	N	Hunter
17	18.9/26	N	Empty Nest, special
18	18.1/27	N	Matlock
19	18.0/28	A	Growing Pains
20	17.5/28	A	ABC Sunday Movie
21	17.5/29	N	Amen
22	17.5/26	N	Unsolved Mysteries
23	17.3/26	A	Head of the Class
24	17.3/25	N	Cheers, special
25	16.5/29	N	L.A. Law
26	16.3/23	A	ABC Mystery Movie
27	16.0/26	A	Full House
28	15.7/24	N	Night Court, special
29	15.6/27	N	227
30	15.5/22	N	In the Heat of the Night
31	15.4/25	C	Dallas
32	14.7/25	A	Perfect Strangers
33	14.7/21	C	Kate and Allie
34	14.5/25	C	Knots Landing
35	14.4/26	A	20/20
36	14.3/22	C	CBS Monday Movie
37	14.0/23	N	Father Dowling Mysteries
38	13.9/20	A	Wonder Years
39	13.5/19	A	Moonlighting
40	13.5/22	A	Mr. Belvedere
41	13.3/20	N	Family Ties
42	13.2/19	A	MacGyver
43	13.2/20	N	Midnight Caller
44	13.0/21	A	Just the Ten of Us
45	12.6/19	A	thirtysomething
46	12.5/20	C	Pres. Bush to Congress, analysis
47	12.5/22	C	Falcon Crest
48	12.1/18	C	Paradise, special
49	12.0/18	F	Married...With Children
50	11.8/17	N	Day by Day
51	11.7/17	C	Newhart
52	11.7/17	N	My Two Dads
53	11.6/18	N	Nightingales
54	11.4/17	A	Hooperman
55	11.4/17	F	America's Most Wanted
56	11.4/19	N	Miami Vice
57	11.1/20	N	Unsub
58	10.7/16	C	48 Hours
59	10.2/16	N	Magical World of Disney
60	10.0/15	C	Tour of Duty
61	9.8/16	A	Mission: Impossible
62	9.7/16	A	Man Called Hawk
63	9.4/15	A	China Beach
64	9.2/15	C	This is America, C. Brown, part 5
65	8.8/15	C	Dolphin Cove
66	8.8/16	C	West 57th
67	8.4/14	C	Cathy's Valentine
68	8.1/13	F	21 Jump Street
69	7.9/13	C	Smothers Brothers Variety
70	7.8/12	A	ABC Sunday Movie
71	7.0/12	A	Dynasty
72	5.6/10	A	Murphy's Law
73	5.2/8	F	Garry Shandling's Show
74	5.0/8	A	Fine Romance
75	4.7/8	F	Reporters
76	4.5/7	F	Tracey Ullman Show
77	3.6/6	F	Duet
78	2.9/5	F	Beyond Tomorrow

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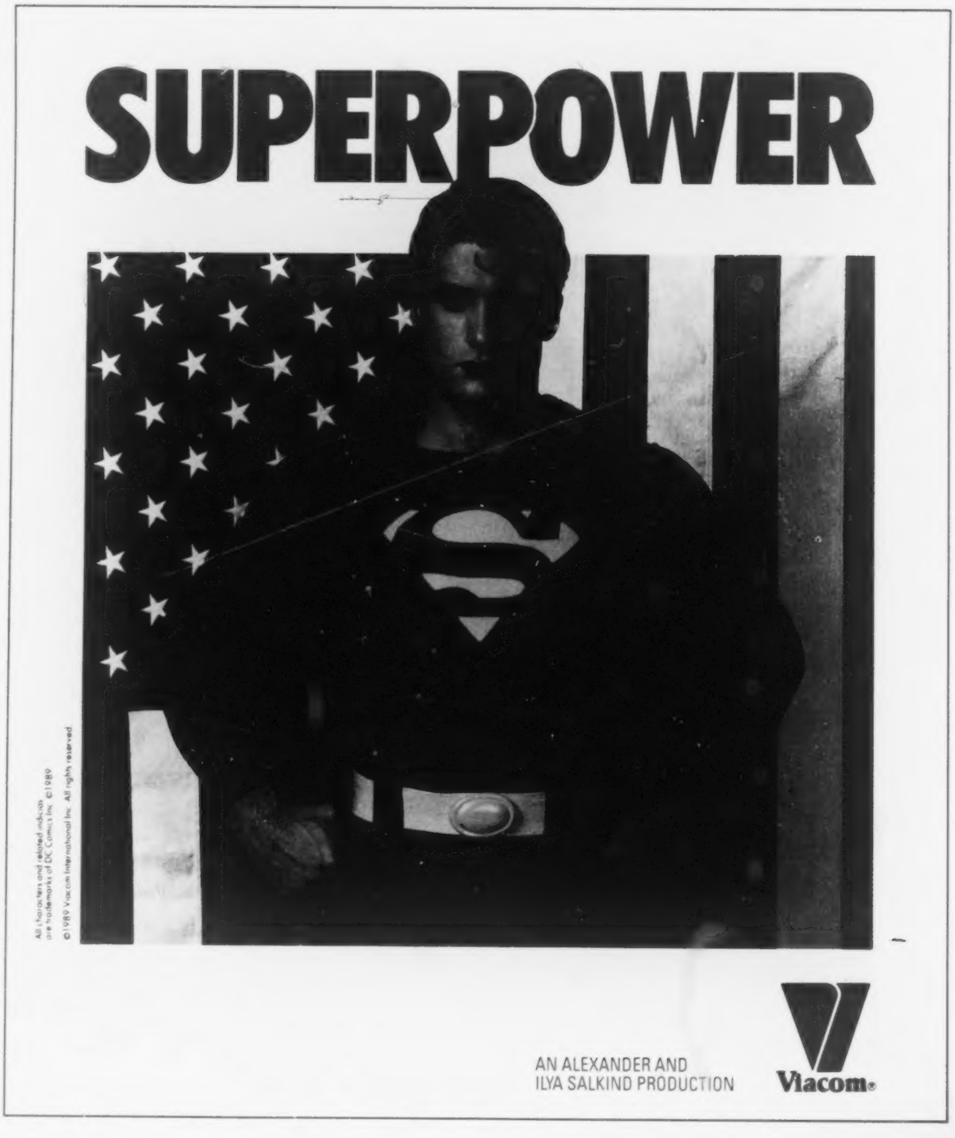
Broadcasting Feb 27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Taking the pulse of TV network sales

58th Year 1989

Broadcasting Feb 27

Vol. 116 No. 9

Sales report... Network sales show large cost-per-thousand increases but low unit price gains, putting networks on track for 1%-2% revenue gains in 1989. **PAGE 27**

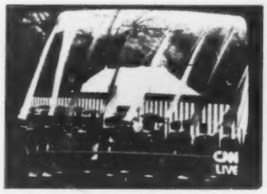
NBC again... NBC is on target for fourth straight season win. CBS gains ground on ABC. **PAGE 29**

OK, but not yet... FCC affirms syndex rules, postpones effective date to January 1990 **PAGE 32**

FCC denies license renewal of Fredonia, N.Y., AM... Commission affirms ALJ and review board findings in ruling that owner is unfit licensee. **PAGE 42**

30/**NETWORK NUMBERS**
BFM releases quarterly network revenue figures

31/**SETTING SUN**
Broadcast journalists go to Japan to cover funeral of Emperor Hirohito.



33/**AM AID**
FCC proposes reducing AM interference via private agreements to adjust coverage, consolidate stations

34/**GOING TO THE WALL**
NCTA President Mooney tells Wall Street that telco scare is overblown.

35/**SYNDICATED SWEEPS**
'Wheel of Fortune' is number one among syndicated shows. Access contenders, including 'USA Today' and 'Inside Edition,' are battling for survival, with reps unwilling to count anyone out.

'Inside Edition'

36/**DEVELOPMENT DEVELOPMENTS**
Although strike has put networks behind schedule for new-season projects, there is still plenty on drawing board.

39/**RAINBOW BUY**
Rainbow Program Enterprises strikes deal for Los Angeles-based cable service, Z Channel.

42/**FORMAT FARE**
According to BROADCASTING's exclusive database, AM stations are increasingly dropping popular music for alternative programing. Country and AC are still top formats.

43/**CAPITOL CALLS**
Key legislative figures will be hearing from broadcasters, and vice versa, as National Association of Broadcasters State Leadership Conference focuses industry on its legislative agenda.

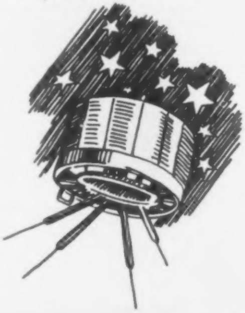
44/**LAYING DOWN LIBEL LAW**
Panelists at Washington Seminar, including William Westmoreland and judge in his trial against CBS, discuss libel issues.

46/**BANK ON IT**
Network ratings guarantees are viewed in light of success of CBS's undervalued *Lonesome Dove*.

46/**BARTER BOOM**
Barter advertising has grown dramatically, but some say it has proved double-edged sword.

49/**NEW STARS IN GALAXY**
HBO and TBS re-up with Hughes's Galaxy satellites, giving company two primary cable services through end of century.

53/**SATELLITE SHAKEOUT ABROAD**
Participants in cable and satellite television conference in London predict dramatic changes in British and continental broadcasting.



Sol Taishoff award
C-SPAN's Brian Lamb is presented National Press Foundation's award for excellence in broadcast journalism. **Page 27**

54/**ESPN ON PANAMSAT**
Sports service to deliver programing to South America and Caribbean.

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mission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), has vowed to revive measure in 101st Congress.

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 effective date of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commissinn to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's [1]**	**TOTAL ***
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	[illegible]	1,187	[illegible]
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	[illegible]	[illegible]	[illegible]
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit.

Mergers and Acquisitions

■ Stockholders of Malrite Communications Group approved company's management-led buyout at shareholder meeting Feb. 16. Malrite had announced Oct. 24 that it had signed merger agreement with buyout group led by chairman and CEO Milton Maltz, holder of 74% of company's voting power. Price for company's 4.5 million class A and common shares not held by Maltz is stockholders' choice of either $11.125 cash or $9 cash plus debt securities with an expected value of $2.50. Management group will also assume more than $100 million in long-term debt. Management has said it would bring about $60 million in capital to company. Group also has arranged up to $270 million in financing from Bank of New York and Shearson Lehman Hutton. Malrite operates 11 radio and six TV stations. Company's stock ceased trading last Tuesday (Feb. 21).

MSO's United Cable Television Corp. and United Artists Communications Inc., said Feb. 9 that they had reached an agreement in principle on revised terms of their expected merger to form new company, United Artists Enertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September, 1988. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to $37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own a majority of newly formed UAE.

Must Carry

■ National Cable Television Association President James P. Mooney in Jan. 10 speech offered to work with broadcasters in persuading Congress to pass "reasonable" must-carry law requiring cable systems to carry some local broadcast signals.

Since then, Mooney and National Association of Broadcasters President Eddie Fritts have been trying to hammer out deal on must-carry language they would then take to Congress, but parties may be at impasse. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and are demanding that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must-carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Impact lack of must-carry rules is having is growing. NCTA released survey Sept. 13, 1988, that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, 1988, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office □
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Information: (213) 465-3777.

June 23-25—"Focus on Use of Microcomputers in Programing," management seminar sponsored by *NATPE Educational Foundation* and *San Diego State University*. Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

July

July 9-11—*Iowa Broadcasters Association* summer convention. Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

July 13—Presentation of *National Federation of Local Cable Programers* awards. Dallas. Information: (916) 456-0757.

July 27-29—*Louisiana Association of Broadcasters* radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

August

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

September

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

Sept. 16—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16-19—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

Sept. 17—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 22-27—Cinetex '89, international film market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

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Years out of Wednesday night will only move us farther ahead," he said.

On Monday night, NBC has been winning the night, but could encounter some trouble with ABC's *Mystery Movie* wheel. Three weeks ago, *Columbo*, the first spoke in the wheel, scored a 16.3/23 in its premiere against *Lonesome Dove*. The next week, *B.L. Stryker*, starring Burt Reynolds, scored an 18.8/30 and helped ABC win the night. The NBC combination of *ALF* and *The Hogan Family* at 8-9 on Monday handily beats ABC's *MacGyver*, but the network could see its season-to-date average on that night drop, if the *Mystery Movie* continues to post strong numbers against NBC's *Monday Night at the Movies*, which are usually made-fors.

Despite the strides made on Tuesday and Wednesday nights, Friday remains the network's weak link. NBC, in programing *Father Dowling* at 8 p.m., is trying the same strategy it has used on Tuesday and Wednesday, programing toward older audiences early in the evening and skewing toward the younger audiences later in the evening, with *Miami Vice* at 9 and *Unsub* at 10. Although NBC remains a distant third on Friday nights, the recent additions of *Father Dowling* and *Unsub* appear to be doing better than the shows they replaced, *Sonny Spoon* and *Something is Out There*.

In the four weeks that *Father Dowling* has been on the air, the series has averaged a 13.9/23, which represents a 64% increase over *Sonny Spoon* and *Something is Out There*, which alternated in the 8-9 slot.

CBS, once considered out of the race, is making a move for second place. "Second place is a possibility, considering the numbers they picked up from *Lonesome Dove*, and the surprising performance of some of their regular series," said Dennis McAlpine, an analyst with Oppenheimer & Co. "The problem for them," he said, "is that they still don't have any 8 o'clock shows."

"A second-place finish is not our goal at this point," said David Poltrack, but it is more possible than it was in the first half of the season. A variable in the race is what date is used as the start of the season. Both CBS and ABC are calling Oct. 24 the start of the season, while NBC is using Sept. 19. If the CBS-ABC date is used, CBS is only one-tenth of a rating point behind ABC in season-to-date ratings, and would overtake ABC if series performances continue. Using the NBC mark puts CBS four-tenths of a point behind, but still with a possibility to pull ahead.

"In the second season from January to April, we're moving in a positive direction. That's more critical than what happened in the fourth quarter [September-December], which was affected by the strike," said Poltrack. "We've totally reversed the picture in regard to the second half of the season, as opposed to what ABC has done." ☐

Fourth-quarter television network revenue: 1988 vs. 1987

(Add 000)

	Prime Time	*Late Night*	*A.M.*	*Daytime*	*Children*	*Sports*	*News*	*Total*
Revenue from client-supplied programing								
Fourth quarter '87	$8,365	$0	$0	$0	$0	$2,942	$0	$11,307
Fourth quarter '88	11,473	0	0	412	7	2,118	0	14,010
% change	37.15	0	0	NA	NA	-28.01	0	23.91
All other gross revenue from time sales								
Fourth quarter '87	1,093,078	104,115	67,955	347,547	60,437	592,990	184,675	2,450,797*
Fourth quarter '88	978,875	100,838	59,786	277,934	57,483	795,820	209,117	2,479,853*
% change	-10.45	-3.15	-12.02	-20.03	-4.89	34.20	13.24	1.19
Total gross revenue from time sales								
Fourth quarter '87	1,101,443	104,115	67,955	347,547	60,437	595,932	184,675	2,462,104
Fourth quarter '88	990,348	100,838	59,786	278,346	57,490	797,938	209,117	2,493,863
% change	-10.09	-3.15	-12.02	-19.91	-4.88	33.90	13.24	1.29
Less advertising agency commissions								
Fourth quarter '87	165,305	15,618	10,193	52,049	9,064	88,831	27,430	368,490
Fourth quarter '88	148,553	15,125	58,967	41,699	8,624	119,387	31,369	373,724
% change	-10.13	-3.16	-12.03	-19.89	-4.85	34.40	14.36	1.42
Total net revenue from time sales								
Fourth quarter '87	936,138	88,497	57,762	295,498	51,373	507,101	157,245	2,093,614
Fourth quarter '88	841,795	85,713	50,819	236,647	48,866	678,551	177,748	2,120,139**
% change	-10.08	-3.15	-12.02	-19.92	-4.88	33.81	13.04	1.27

The three broadcast networks posted a 1.3% increase in fourth-quarter net revenue, to $2,120,139,000, despite roughly half the summer Olympics falling in NBC's reporting period. The latest data, according to numbers provided by the Broadcast Financial Management Association, seem to show effects of both the writers' strike, which delayed new programing, and of the networks' having to use some inventory for makegoods, due to underdelivery of audience. The revenue figures are unaudited and are voluntarily submitted by ABC, CBS and NBC to Arthur Young & Co.

For all of 1988, revenue was up just under 8%, to $7,274,956,000. Daypart comparisons with 1987 are distorted by the Olympics, which drew inventory and revenue from prime, daytime and other dayparts, moving it to sports.

Last year, sports dollars jumped by $750 million, or 62% over the prior year, compared with a $575 million, or 53%, jump that sports took in the last Olympic year, 1984. The comparison for other 1988 dayparts, however, was comparatively worse. Prime dollars were up 8.5% in 1984, but last year declined 6%. News in the election year of 1984 jumped 22.8%; but last year it increased 5%. Daytime in 1984 was up 15% but last year was down 6%. The better comparison in sports and worse comparison in other dayparts, besides revealing a greater decline in ratings—even excluding the effect of the strike—also may indicate that fewer Olympic advertising dollars were incremental last year but, rather, were pulled from regular budgets.

Notes: *Does not include color insertion revenue. **Includes political parties/candidates revenue of $13,680,000 for the 1988 fourth quarter.

Still shooting J.R. Lorimar's *Dallas* has completed the filming of its 300th episode. The longest-running prime time program on television today (the CBS series began April 2, 1978) is currently third on the list of longest-running dramatic series, behind *Gunsmoke* and *Bonanza*, according to Lorimar. The episode, entitled 'Three Hundred,' will be aired March 17. It features brothers J.R. (Larry Hagman) and Bobby Ewing (Patrick Duffy) trapped in an elevator, with their only sustenance Bobby's case of expensive wine. Celebrating at a party for the series at Lorimar's Culver City, Calif., studios were (l-r) Leslie Moonves, executive VP, creative affairs, Lorimar Television; Dick Robertson, president, Warner Brothers Domestic Television Distribution; *Dallas* executive producer Leonard Katzman, and David Salzman, president, Lorimar Television.

ops for Viacom, is a pilot commitment tentatively titled *The College Project*. Thompson is executive producer and writer.

□

In addition to the 16 drama series that ABC has already announced, the network has given commitments to three series pilots.

The Marshall Chronicle, a half-hour comedy, is produced and written by Richie Rosenstock and directed by Jim Burrows, who also directed *Cheers*, *Taxi* and *Dear John*. The show focuses on a teenager growing up in New York City who rides the subway every day. A Viacom production, the show looks at life from the youth's point of view, in an urban setting.

To Protect and Surf, from Columbia, is a one-hour action comedy about a group of young police officers who share a beach house and work in the same metro unit.

Planted, a spin-off from *Who's the Boss?*, follows the adventures of six young female models who live and work out of a brownstone modeling agency in New York City. The comedy is designed to follow *Boss* on Tuesday nights.

Fox Broadcasting has given one series pilot commitment to Columbia. *Creep Show*, produced in association with Laurel Entertainment, is a one-hour comedy thriller. The series is adapted from the theatricals of the same name, which were adapted from Stephen King novels.

□

Looking down the road at projects in development for the 1990-91 season, Viacom is developing series for both James Coburn and Jane Alexander. Viacom is also adapting James Clavell's novel *Whirlwind*, about the days just prior to the fall of the Shah of Iran, into a four-hour mini-series for NBC. The project will be produced by Eric Bercovicci, who is also writing the screenplay. □

Arbitron compares meters and diaries

Arbitron has issued a report quantifying the degree to which ratings drawn from viewer diaries in 13 metered markets varied from

NBC pulls ahead again, CBS wins news

The *Dove* has flown the coop, and NBC won the ratings week (ended Feb. 19)—3.1 ratings points ahead of second-place CBS. NBC won week 22 with a 16.2 rating and a 26.1 share. CBS came in with a 13.1/21.2, followed by ABC's 12.2/19.7. The three networks produced a combined rating of 41.5, representing an average delivered audience of 37.5 million households. Last season for week 22, the combined rating for the big three was a 47.2, or 41.8 million households. (ABC won that week with a 19.4/30, followed by NBC's 15/23 and CBS's 12.8/20.)

For the book of days, NBC took four nights, Tuesday through Thursday, and Saturday. ABC won two nights, Monday and Friday. CBS took Sunday, bolstered by the 20-plus ratings for *60 Minutes* and *Murder, She Wrote*. The winning Sunday movie was NBC's *Swimsuit*, which pulled in a 17.3/27. ABC's premiere presentation of *B.L. Stryker*, on Monday, scored an 18.8/30 to rank 13 for the week.

In the 14 Arbitron markets, *Stryker* ranked fourth for the week in Detroit and Miami, but only managed to hit 17th place in New York and 19th in Denver. In Chicago and Detroit, *Swimsuit* managed to rank 14th out of a possible 20 for the week, the movie's best ranking in any of the Arbitron markets.

Nielsen	Net		Show
1	26.2/41	N	Cosby Show
2	24.1/37	N	Different World
3	23.1/37	C	60 Minutes
4	22.8/35	N	Cheers
5	22.8/38	N	Golden Girls
6	22.5/34	C	Murder, She Wrote
7	21.9/33	A	Roseanne
8	20.4/34	N	L.A. Law
9	20.1/34	N	Empty Nest
10	19.5/31	A	Who's the Boss?
11	19.5/36	N	Hunter
12	19.3/29	N	Unsolved Mysteries
13	18.8/30	A	ABC Monday Movie
14	18.7/29	N	Matlock
15	18.4/28	N	Dear John
16	18.4/29	N	In the Heat of the Night
17	18.0/27	A	Growing Pains
18	17.8/27	N	ALF
19	17.5/29	N	Amen
20	17.3/27	N	NBC Sunday Movie
21	17.3/26	N	Night Court
22	17.0/25	A	Head of the Class
23	16.7/28	C	Knots Landing
24	16.5/26	C	CBS Sunday Movie
25	16.4/27	A	Full House
26	16.0/27	N	227
27	15.7/23	N	Hogan Family
28	15.5/25	C	Dallas
29	15.3/26	A	Perfect Strangers
30	15.1/23	C	Designing Women
31	14.9/23	A	Wonder Years
32	14.8/24	A	Mr. Belvedere
33	14.5/25	N	Midnight Caller
34	14.5/23	N	My Two Dads
35	14.3/26	A	20/20
36	14.2/21	C	Murphy Brown
37	13.9/21	A	MacGyver
38	13.9/21	C	Kate and Allie
39	13.9/21	C	Newhart
40	13.7/22	A	Just the Ten of Us
41	13.4/24	N	Nightingales
42	13.3/22	C	CBS Tuesday Movie
43	13.0/23	C	Falcon Crest
44	12.8/19	N	Family Ties
45	12.7/20	N	NBC Monday Movie
46	12.5/22	C	Wiseguy
47	12.4/19	A	Moonlighting
48	12.4/21	N	Father Dowling Mysteries
49	12.1/19	C	48 Hours
50	11.9/19	C	Equalizer
51	11.8/19	A	ABC Sunday Movie
52	11.5/18	A	Hooperman
53	11.5/20	A	thirtysomething
54	11.5/17	F	Married With Children
55	11.5/17	N	Day by Day
56	11.4/18	C	Paradise
57	11.0/17	F	America's Most Wanted
58	10.9/19	N	Unsub
59	10.7/18	N	Miami Vice
60	10.6/16	A	Dynasty
61	10.5/18	A	Mission: Impossible
62	10.2/15	C	Bugs Bunny: Wild World-Sports
63	10.1/15	C	Garfield on the Town
64	9.9/17	A	China Beach
65	9.8/16	C	Beauty and the Beast
66	9.6/15	N	Magical World of Disney
67	9.4/16	A	Man Called Hawk
68	9.2/14	C	Tour of Duty
69	8.7/14	F	21 Jump Street
70	8.6/15	C	Dolphin Cove
71	8.2/14	C	Almost Grown
72	8.2/15	C	West 57th
73	7.8/13	C	Smothers Brothers Variety
74	7.6/12	A	ABC Sunday Movie, special
75	6.6/12	A	Murphy's Law
76	5.7/9	F	Garry Shandling's Show
77	5.6/9	A	Heartbeat
78	5.5/9	A	Fine Romance
79	4.3/7	F	Tracey Ullman Show
80	4.1/7	F	Reporters
81	3.8/6	F	Beyond Tomorrow
82	3.5/6	F	Duet

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Following the formats

Data from soon-to-be-published Broadcasting Yearbook show AM stations dropping music; country and AC still top two format choices

News and talk formats continued to make gains in 1988 as more AM stations switched from popular music to alternative programing, according to new information culled from the BROADCASTING CABLE YEARBOOK 1989 database. A rise in niche programing on the AM dial coincided with a drop in such established music formats as country and adult contemporary in the band, according to the just-released survey of America's 11,000-plus radio stations.

"Most music-based formats are starting to wear thin on AM," said programing consultant Ed Shane of Shane Media Services, Houston, echoing a commonly held belief of consultants. But older styles of music continue to perform well on AM, he said, particularly since that is where the music was originally heard. He said younger audiences, on the other hand, are not prone to tune to an AM station "unless there's a tornado or something and they want to hear the news."

Reflecting Shane's comments, the survey shows that the AM station base increased for music formats targeting older audiences. The oldies category, which increased its station base by 12.3%, added 50 AM stations since 1988 (particularly impressive since last year's survey combined oldies with classic rock). Among other music formats, easy listening added four AM stations to its roster.

News and talk programing, often reported by the same station as a dual format, were big winners in the survey, with respective increases of 51 and 99 stations overall. Both rises were primarily on the AM band, although 19 FM stations did report picking up a news format and six took on a talk format.

The rise in news programing can be attributed to "news anxiety," said consultant John Parikhal, chief executive officer of Toronto-based Joint Communications Corp. The situation could also be described, he said, as "that panicky sense that if you don't get lots of news, you're going to be left behind." As the baby boom generation ages, he added, its members are joining the ranks of adults seeking more news.

Shane added that all-news FM stations are a "logical extension" of the increasingly full-service nature of many FM stations today. Since all-news stations tend to be costly to operate, he said a rise in all-news FM stations is expected primarily in larger markets.

On the talk side, Parikhal attributed the increase in stations carrying the format to an increase in the number of people living alone. He cited census data indicating that 24% of Americans now live alone, based in part on the country's high divorce rate. "There's a real change in the make-up of who's listening to radio now," he said.

"With so many new FM stations on the air all dedicated to music," added Atlanta-based consultant Kent Burkhart, "there will be a movement toward more talk on FM." Since there are few format holes left on the FM dial, he said, it is likely that formats such as news and talk will grow in appeal because they can offer market exclusivity. A specialized format such as oldies with a three or four ratings share is a "very respectable" and "very saleable" commodity in these days of declining ratings shares, said Burkhart.

Several niche formats were on the rise on both the AM and FM dials in the new survey. Among those with noticeable increases were Spanish (adding 22 AM and four FM stations); jazz (adding four AM and 18 FM stations); big band (adding 14 AM and seven FM stations); religious (adding 41 AM and 43 FM stations), and new age (adding six AM and 17 FM stations). Niche formats with slight declines on the FM side but significant gains on the AM side included gospel (adding 27 AM stations) and specialty (adding 21 AM stations).

Those stations in the "specialty" catego-

The ups and downs of radio formats

	Total Stations			AM's			FM's			Commercial			Noncommercial		
Format	*1988*	*1989*	*% ch*	*1988*	*1989*	*% ch*	*1988*	*1989*	*% ch*	*1988*	*1989*	*% ch*	*1988*	*1989*	*% ch*
Country	2443	2421	-0.9	1524	1483	-2.8	919	938	+2.1	2431	2410	-0.9	12	11	9.1
Adult contemp.	2337	2325	-0.5	1094	1043	-4.9	1243	1282	+3.1	2296	2279	-0.7	41	46	+12.2
Religious/Gospel	948	1054	+11.2	576	643	+11.6	362	411	+13.5	728	809	+11.1	220	245	+11.4
CHR/Top-40	950	984	+3.6	200	188	-6.4	750	796	+6.1	859	891	+3.7	91	93	+2.2
MOR	802	729	-10.0	612	560	-9.3	190	169	-12.4	779	706	-10.3	23	23	0
Oldies/Classic rock	537	695	+29.4	401	473	+18.0	136	222	+63.2	531	683	+28.6	6	12	+100.0
Diversified	596	614	+3.0	155	153	-1.3	441	461	+4.5	189	192	+1.6	407	422	+3.7
AOR	478	486	+1.7	49	56	+14.3	429	430	+0.2	323	333	+3.1	155	153	+1.3
Talk	309	408	+32.0	259	352	+35.9	50	56	+12.0	267	360	+34.8	42	48	+14.3
Beautiful music	434	403	-7.7	87	91	+4.6	347	312	-11.2	405	372	-8.9	29	31	+6.9
News	333	384	+15.3	246	278	+13.0	87	106	+21.8	243	278	+14.4	90	106	+17.8
Classical	344	355	+3.2	21	21	0	323	334	+3.4	55	59	+7.3	289	296	+2.4
Jazz	274	296	+8.0	23	27	+17.4	251	269	+7.2	53	66	+24.5	221	230	+4.1
Big band/Nostalgia	238	259	+8.8	206	216	+4.9	35	43	+22.9	230	248	+7.8	8	11	+37.5
Educational	247	259	+4.9	15	13	-15.4	232	246	+6.0	5	7	+40.0	242	252	+4.1
Spanish	211	237	+12.3	154	176	+14.3	57	61	+7.0	196	220	+12.2	15	17	+13.3
Urban contemp.	191	193	+1.0	87	86	-1.2	104	107	+2.9	171	176	+2.9	20	17	-17.6
Black	202	186	-8.6	134	126	-6.3	68	60	-13.3	178	163	-9.2	24	23	-4.3
Agricultural	176	157	-12.1	121	115	-5.2	53	42	-26.2	173	154	-12.3	3	3	0
Progressive	126	127	+0.8	4	4	0	122	123	+0.8	16	14	-14.3	110	113	+2.7

ry, which lost four FM stations last year, represent a potpourri of formats including all-sports, polka and multi-ethnic.

While country and adult contemporary suffered declines on the AM side, the nation's two most widely used radio formats did make significant gains in FM programing. Country, despite losing 41 AM stations in 1988, picked up 19 FM stations. Adult contemporary lost 51 AM stations but picked up 39 FM stations. Contemporary hit radio fared better overall as a music format than the other two, picking up 46 FM stations while losing 12 AM's.

Considering that the YEARBOOK database increased by 349 stations in the current survey, it appears that several new stations are looking to formats other than the traditional ones for their basic programing. A format, as defined by the YEARBOOK, is programing used by a station 20 hours or more per week.

The formats hit hardest in the current survey were agricultural (dropped by six AM and 11 FM stations) and MOR (dropped by 52 AM and 21 FM stations). Burkhart noted that while many MOR stations are converting to talk formats, those that have been in the format for a long time—such as KDKA(AM) Pittsburgh—are expected to remain stable.

The accompanying chart lists the nation's top 20 formats as determined by the survey. The complete list of formats will appear in the soon-to-be-published BROADCASTING CABLE YEARBOOK 1989. ☐

Country time in Nashville

Radio and music topics highlight Country Radio Seminar agenda

Organizers of the 20th annual Country Radio Seminar expect more than 925 station managers and program directors to attend the meeting at Nashville's Opryland Hotel and Convention Center this week (March 1-4). Country Radio Broadcasters, which sponsors the seminar, will offer sessions on both the music industry and radio station sides of the business that will come together with a speech by recording artist and radio station owner Buck Owens (whose properties are KUZZ(AM)-KKXX(FM) Bakersfield, Calif., and KNIX-AM-FM Tempe-Phoenix, both Arizona).

Featured at this year's seminar will be more than a dozen panel sessions covering programing, production, promotion, sales and management. Among the planned sessions are "Radio Doctors—Are Consultants Good For Your Radio Station?" "Large Market Sales—The Big Push, Or Getting Your Fair Share," "Taming the Promotional Beast...A Pro-Active Stance on Client Promotion," "Hot Personalities: Why Can't I Find Them and Why Don't They Know I'm Here?" "Marketing Radio: Developing and Selling Your Stationality" and "Successful Small Market Sales—Thinking Big."

There will also be several long-form sessions, including "The Marketing Tool of the '90's—Data Base Marketing" and "Research—Has the Pendulum Swung Too Far?" Featured speakers at two of the longer sessions will be lecturer C.W. Metcalf, describing how to use humor to help take on risk and change, and Charles S. Menzies, president of Management Research Associates, providing tips on successful management.

Once again the meeting will offer three Music Industry Professional Seminars, sponsored by the Country Music Association. The workshops will describe the workings of the recording industry, including insight into the creative process and how recording demos are made. Musician Randy Owen, a member of the group Alabama, will be a guest speaker on Thursday morning.

Providing entertainment at the seminar will be several country recording artists, including The Judds on Thursday; Canyon and Linda Davis on Friday; Eddie Rabbitt on Saturday afternoon, and the annual "New Faces" show, featuring a top-10 list of new talent, on Saturday night. Featured at the "New Faces" show will be Baillie and The Boys, The Burch Sisters, Jeff Chance, The Desert Rose Band, Skip Ewing, Donna Meade, Paul Overstreet, Shenandoah, The Shooters and David Slater.

An artist radio taping session on Wednesday (4:30-7:30 p.m.) will give radio stations an opportunity to obtain brief interviews and station ID's from top country performers.

Agenda chairman for the 1989 Country Radio Seminar is Johnny Biggs of Bustany-Biggs & Co. Serving as president of Country Radio Broadcasters is Charlie Douglas. Industry sponsors at the seminar's platinum anniversary this year include Westwood One's Mutual Broadcasting System, The Nashville Network Radio, McGavren Guild, IDB Communications Group, the American Society of Composers, Authors and Publishers and Broadcast Music Inc. ☐

Riding Gain

Emmis to Interep

Starting today (Feb. 27), Emmis Broadcasting will consolidate advertising representation for all of its radio stations with the Interep companies, the New York-based rep firm announced last week. The three-and-a-half-year agreement with the Indianapolis-based group owner ends months of industry speculation and means the loss of clients for both Eastman Radio and Katz Radio.

The Emmis station line-up, which bills $25 million-$30 million in national sales, is now represented by McGavren Guild Radio and Hillier, Newmark, Wechsler & Howard, both Interep companies. The stations are WJIB(FM) Boston, remaining with McGavren Guild; WKQX(FM) Chicago, leaving Eastman to sign with HNWH; KKHT(FM) Houston, leaving Republic Radio to sign with HNWH; WENS(FM) Shelbyville, Ind., leaving Christal Radio to sign with McGavren Guild; KPWR(FM) Los Angeles, remaining with HNWH; WLOL(FM) Minneapolis, leaving HNWH to sign with McGavren Guild; WQHT(FM) Lake Success and WFAN(AM), both New York, leaving Eastman to sign with HNWH; KSHE(FM) Crestwood, Mo., leaving Katz Radio to sign with HNWH; KXXX(FM) San Francisco, remaining with McGavren Guild, and WAVA(FM) Arlington, Va. (Washington), remaining with HNWH.

Satellite signing

Satellite Music Network has signed a multi-year contract worth approximately $8 million with SCS Satellite Network Services of Tulsa, Okla. Seven of SMN's nine formats that had been delivered via Westar V switched to Spacenet III after a three-month simulcast on the two satellites. The switch, which took place on Feb. 1, included the addition of SMN's new "Kool Gold" oldies format to Spacenet III. SCS said that "Rock 'n' Hits," an SMN top-40 format that has been fed via Westar IV for the past five years, is now being simulcast on Spacenet III. SCS parent company United Video has been transmitting SMN's formats since 1986. The new pact runs through 2000, the expected end-life of the satellite.

Oldies on the way

The "Music of Your Life" nostalgia format is preparing for its satellite debut in early March, according to producer Fairwest Satellite Programing Inc. Originally scheduled to debut in December 1988 and then slated for a February 1989 launch, the company said the latest postponement is due to a Dec. 28 fire at the Transtar Radio Network office building in Los Angeles (Fairwest Satellite Programing said it has contracted with Transtar to handle technical distribution and assist in marketing the format).

Fairwest Satellite Programing was formed last year as a result of a merger between The Fairwest Companies and Al Ham Productions, the company that created the MOYL format about 10 years ago. The San Diego-based operation, which also has offices in Cleveland and Huntington, Conn., hopes to debut by mid-1989 the second in a number of planned satellite-delivered formats geared toward various audiences, said Joe Restifo, MOYL executive vice president. MOYL will continue to be available via tape to accommodate some subscribers, he added.

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Vol. 116 No. 10

February sweeps... CBS's winning western, *Lonesome Dove*, pushes network into second place, but NBC remains on top with fourth consecutive sweeps victory. **PAGE 27.**

Staying in the race... Telephone association's president says telco-cable issue is gaining momentum. **PAGE 30.**

Diamond appraisal... Major League Baseball expects to earn $478 million from national and local radio and TV agreements in 1989—18.6% increase over last year's total. BROADCASTING's annual look at the sport's Fifth Estate connection begins on **PAGE 40.**

MAJOR LEAGUE BASEBALL

29/***SPOT FORECAST***

Agency buyers predict that 1989 spot marketplace will be up slightly from last year.

33/***ON THE HILL***

NAB State Leadership Conference targets radio-only bill. Additionally, Secretary of Commerce Robert Mosbacher says HDTV is priority for Bush administration.

34/***HONG KONG CONNECTION***

At least five American companies place bids for what may ultimately be world's largest cable operation—Hong Kong's 1.5 million-customer franchise.

36/***NOT A NETWORK***

FCC rules that specialty networks Univision and Home Shopping Network are not subject to financial interest and syndication rules.

38/***CARTOON COMEBACK***

With two animated series pilots commissioned so far by networks for next fall, it appears that such shows may be making return to prime time.

Fred Flintsone may return to prime time

56/***GETTING HEAVY***

Although hard rock/heavy metal music is increasingly finding its way onto top-10 charts, radio programers are still trying to find right approach to marketing this specialized format.

SMN's hard rock format

51/***LOOKING AHEAD TO NAB***

As Fifth Estate prepares for National Association of Broadcasters convention, BROADCASTING focuses on various technological offerings that will occupy equipment exhibit there. This week: AM stereo, digital audio tape, NRSC and FMX.

54/***CHANGING BBC PROFILE***

British Broadcasting Corp. seeks more commercially oriented co-productions, including two with ABC and CBS for prime time.

58/***GETTING BETTER***

Aided by syndication of *The Cosby Show*, Viacom finishes 1988 with improving financial performance.

61/***UNTIL JULY***

National Association of Regulatory Utility Commissioners, chief telco regulator on state level, tables until July resolution endorsing telephone company entry into TV.

63/***WIRELESS PUSH***

Capital Wireless Corp. plans to offer programing package to New York tri-state area.

87/***HILL COMMUNICATOR***

For past six years, Larry Irving, now senior counsel of House Telecommunications Subcommittee, has played pivotal roles in formulation of communications policy, earning reputation as fair, but formidable, mediator.

88/***TOWER SABOTAGE***

Four radio towers in Santa Maria, Calif., are felled in sabotage spree.

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broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3 House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress which is virtually identical to Bryant's bill.

Direct Broadcast Satellites

Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together business system, including consumer equipment manufacturers, programers and cable operators, latter as likely retailers to home market.

HBO parent company, Time Inc., in last quarter of 1988, 'wrote down' value of HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by $35 million—third of original value. HBO already provides Ku-band feeds of its programing via Satcom K-1. K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "timeframe." It believes 200-watt DBS birds will enable reception of video programing by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,934	265	5,199
Commercial FM	4,167	653	4,820
Educational FM	1,378	256	1,634
■ Total Radio	10,479	1,174	[illegible]
FM translators	1,676	410	2,086
Commercial VHF TV	545	22	567
Commercial UHF TV	515	233	748
Educational VHF TV	120	6	126
Educational UHF TV	217	29	246
■ Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	[illegible]	[illegible]	[illegible]
VHF translators	2,721	116	2,837
UHF translators	2,106	437	2,543

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 effective date of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking.

Mergers and Acquisitions

■ MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached an agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September 1988. Under that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stock. United Cable stockholders would have option to receive either cash or unit of stock and right to sell that stock to Tele-Communications Inc. at specified times in the future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to $37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own a majority of newly formed UAE. Other aspects of merger are still under discussion, according to United Artists spokesman.

□ Rogers Communications Inc. announced Aug. 9, 1988, that it had agreed to sell its U.S. subsidiary, RCA Cablesystems Holding Co., to a subsidiary of Houston-based utility Houston Industries Inc. Price was $1.265 billion for the systems serving roughly 525,000 subscribers in Laredo and San Antonio, both Texas; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board approved purchase Aug. 16. To raise capital for

■ **March 16**—*American Women in Radio and Television, Southern California chapter*, meeting featuring Dr. Irene Kassorla, radio and TV personality. Hyatt on Sunset, Los Angeles.

March 17—Deadline for entries in 12th annual Hometown USA Video Festival, recognizing "outstanding local programs produced for or by local origination and public, educational and governmental access operations," sponsored by *National Federation of Local Cable Programers*. Information: (916) 456-0757.

■ **March 17-18**—*Radio-Television News Directors Association* regional conference. Boston. Information: (202) 659-6510.

■ **March 19-20**—*National Academy of Cable Programing* local programing seminar. Radisson Park Terrace hotel, Washington. Information: (202) 775-3611.

March 20-*Academy of Television Arts and Sciences* forum luncheon. Speaker: Howard Stringer, president, CBS/Broadcast Group. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

March 21—*American Advertising Federation* spring government affairs conference. Speakers include Andrea Mitchell, NBC chief congressional correspondent; Representative Tom Tauke (R-Iowa), and Federal Trade Commissioner Terry Calvani. Willard hotel, Washington. Information: (202) 898-0089.

March 21—"Directing Live Sports," second in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

■ **March 21**—*Cabletelevision Advertising Bureau* sales orientation seminar. CAB offices, New York. Information: (212) 751-7770.

March 21-23—*Satellite Broadcasting and Communications Association STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. Park Lane hotel, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

■ **March 22**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, VP, early morning, Capcities/ABC, and Jack Reilly, executive producer, ABC's *Good Morning America*. Topic: Update on early morning television. Copacabana, New York. Information: (212) 765-2450.

■ **March 22**—Second annual *Women in Cable (New York chapter)* career day. Viacom conference center, New York. Information: (212) 889-4670.

Errata

Feb. 18 story on election of new Corporation for Public Broadcasting Chairman Ken Towery incorrectly linked CPB action on Inspector General Act with separate General Accounting Office audit issue. **CPB does not, it said, lose its status as private nonprofit corporation as result of IGA.**

□

Citylight Communications, one of two competing applicants for Fox Television's KTTV(TV) Los Angeles, **was mistakenly characterized as "Hispanic group" in Feb. 20 article**. President of corporation is Dennis Hernandez, but he and other Hispanic male together hold just 18.5% of stock. Control (64%) is now in hands of Lawrence Daniels Jr., white attorney. Attorney for Citylight said company plans to bring in additional investors. After application is amended to reflect change of ownership—by March 14—Citylight will be minority controlled, but not necessarily Hispanic controlled.

□

Feb. 27 "In Brief" said Emmis Broadcasting claimed right to buy both of independents owned by Outlet Communications affiliate Atlin Communications. **Emmis made offer for WXIN(TV) Indianapolis, but not Atlin's WATL(TV) Atlanta.**

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

■ **March 23**—*MTV Networks'* local advertising sales workshop, open to cable systems, interconnects, ad sales/marketing management and account executives. Crystal City Marriott, Arlington, Va. Information: Elizabeth Miropol, (212) 944-4754.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

March 28—"Directing Talk Shows," third in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America*. Museum, New York.

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NBC wins week 23, CBS takes news

NBC won the prime time week (ended Feb. 26) with a 16.2 rating and a 25.9 share. CBS was second with a 14.6/23.2. ABC closed out the week with an 11.7/18.6.

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Nielsen		Net	
1	27.2/42	N	Cosby Show
2	24.9/38	N	Different World
3	24.2/35	A	Roseanne
4	23.8/38	C	60 Minutes
5	23.3/35	N	Cheers
6	22.8/33	C	Murder, She Wrote
7	22.5/38	N	Golden Girls
8	21.9/33	A	Who's the Boss?
9	21.2/33	C	CBS Sunday Movie
10	19.8/30	N	Dear John
11	19.7/34	N	Empty Nest
12	19.6/32	N	L.A. Law
13	19.2/30	N	In the Heat of the Night
14	18.6/28	N	Matlock
15	18.5/34	N	Hunter
16	18.4/27	N	ALF
17	17.9/30	C	Dallas
18	17.5/28	A	Full House
19	17.5/27	N	Unsolved Mysteries
20	17.2/28	C	Knots Landing
21	17.2/30	N	Amen
22	16.8/26	N	NBC Monday Movie
23	16.7/28	A	Perfect Strangers
24	16.5/24	N	Hogan Family
25	16.1/24	N	Night Court
26	16.0/25	A	Growing Pains
27	16.0/26	C	Grammy Awards
28	15.6/28	N	227
29	14.8/22	A	Head of the Class
30	14.6/22	A	MacGyver
31	14.6/24	C	CBS Tuesday Movie
32	14.4/25	N	Midnight Caller
33	14.3/23	A	Mr. Belvedere
34	14.0/22	A	ABC Mystery Movie
35	14.0/21	C	Murphy Brown
36	13.9/21	N	My Two Dads
37	13.9/22	N	NBC Sunday Movie
38	13.7/21	A	ABC Sunday Movie
39	13.4/20	C	Designing Women
40	13.3/20	N	Family Ties
41	13.1/19	C	Newhart
42	13.1/22	N	Nightingales
43	13.0/21	A	Just the Ten of Us
44	13.0/19	C	Kate and Allie
45	12.8/22	A	20/20
46	12.5/20	A	ABC Tuesday Movie
47	12.5/18	F	Married With Children
48	11.8/19	N	Father Dowling Mysteries
49	11.5/17	C	Paradise
50	11.5/17	F	America's Most Wanted
51	11.5/17	N	Day by Day
52	11.3/19	N	NBC Friday Movie
53	11.1/18	C	Beauty and the Beast
54	10.6/16	A	Wonder Years
55.	10.5/16	C	48 Hours
56	10.3/16	A	Dynasty
57	9.9/17	A	China Beach
58	9.8/15	A	Hooperman
59	9.5/16	A	Man Called Hawk
60	9.2/14	C	Tour of Duty
61	9.2/15	N	Magical World of Disney
62	9.0/16	A	Mission: Impossible
63	8.3/14	C	Dolphin Cove
64	8.1/13	F	21 Jump Street
65	8.0/15	C	West 57th
66	7.9/13	C	Almost Grown
67	7.8/11	A	Beverly Hills 75th Anniversary
68	7.3/12	A	Great Circuses of the World
69	6.8/12	C	TV 101
70	5.6/8	F	Garry Shandling's Show
71	5.4/9	A	Heartbeat
72	5.2/8	A	Fine Romance
73	4.7/9	A	Murphy's Law
74	4.6/7	F	Tracey Ullman Show
75	4.5/8	F	Reporters
76	3.4/5	F	Duet
77	3.2/5	F	Beyond Tomorrow

TNT buys Sheen-produced feature

Story, rejected by broadcast networks, concerns atomic testing in 1950's and will star Sheen and Emilio Estevez

Actor-producer Martin Sheen is bringing his political activism to the television screen on March 8 when *Nightbreaker* premieres on Turner Network Television. A fictionalized account of the U.S. Army's testing of atomic weapons in Nevada in the 1950's, the two-hour, $3 million project was, according to the filmmakers, rejected by the studios and networks because of its controversial nature.

Produced by Symphony Pictures, formed by Sheen and William Greenblatt six years ago, *Nightbreaker* was adapted by T.S. Cook (whose credits include co-authorship of "The China Syndrome") from Howard Rosenberg's 1980 historical novel *Atomic Soldiers*. Cook brought the script to Symphony very early in the company's history. "We had the script for a few years," said Sheen during a Los Angeles press tour, "and we did try to get it out on the commercial broadcast networks, and never really got any interest." Asked if the networks gave any reason for passing, Sheen said: "No, but I think it's obvious...they do controversial themes when those themes are safe to deal with and they can still sell their products."

Cook, who served as the telefilm's co-executive producer (Sheen was executive producer with Jeffrey Auerbach), proceeded to call "every studio and film player" on his own, but was unsuccessful in obtaining a deal. "They all said it was lovely writing but not for us," he told BROADCASTING, "and I knew the networks wouldn't want it because of its political and critical nature. I had this project for seven years and couldn't sell it."

Last year, Ted Turner, a fan of Sheen's, approached Symphony looking for original projects for TNT, his new basic cable network. "He said he was particularly interested in material more controversial than network fare," said Greenblatt, Symphony's president and the show's producer. "We remembered *Nightbreaker*, called Tom Cook, and found it was still available." The script was sent to TNT on a Thursday or Friday, said Greenblatt, and by Monday "we had a go on the picture."

"We found *Nightbreaker* to be a socially responsible, moving project," said Scott Sassa, TNT executive vice president, "with a nice story and real good characters, but also an overriding theme important to society today." TNT, TBS and CNN are engaged in what Sassa characterizes as "monumental" on-air support of *Nightbreaker*. According to Sandy Knox, manager of on-air promotion, TNT is showing five- and two-minute behind-the-scene fills, 30-, 20-, 15- and 10-second promo spots aired at least once an hour last week, and 60-, 20- and 10-second spots are being added this week. In addition, TBS and CNN have been showing six spots a day for the last two weeks, with 10 a day appearing on Headline News. Heavy emphasis is also being placed on print advertising in "the usual TV suspects," said Sassa.

Due to the uncharted waters of presenting controversial material on a recently launched service, Sassa is wary of predicting viewer response. "I think that this type of programing right now is a tad incongruous because people haven't gotten accustomed to it," he said. "I would suspect that this is a property that's going to be an evergreen for us; it will play subsequently down the line for us just as well. In a roundabout way I guess I'm saying I don't want to put our hopes too high on what this might do."

Directed by Peter Markle, *Nightbreaker* stars Sheen and his son Emilio Estevez. The story focuses on Dr. Alexander Brown, a former army psychologist turned neurologist who returns to Las Vegas for the first time in 30 years to receive an award. While there, he is forced to confront his past participation in atomic testing. Shot very close to the original test sites during late summer last year (Symphony had an interim agreement with the Writers Guild of America), the filmmakers incorporated actual Army footage of test explosions into the drama. *Nightbreaker* also stars Lea Thompson, Melinda Dillon and Joe Pantoliano. The role of Dr. Brown was originally intended for one actor, but Cook rewrote the script specifically for Sheen and Estevez, who portrays the younger Brown during the 1950's. "The action is divided into 85% past, 15% present," according to Auerbach.

Asked if he would approach the networks with future projects, Sheen said, "Oh, sure. We try it all the time.... I'll give them as many chances as I can."

Symphony changed its name from SheenGreenblatt a year ago because, according to Greenblatt, "our intention is to become a much broader full service production entity not relying on Martin Sheen's acting skills, although in many of the things we take on he is involved in that way or directing."

About two-thirds of their current in-house projects do not involve Sheen in a direct way. Among these are:

- A mini-series in development at CBS, to be directed by Jeremy Kagan, based on the true story of a group of children lost in Russia during the Russian Revolution and rescued by an American reporter.
- A feature in development starring Al Pacino as a reporter going after a fascistic big city police department.
- A possible series deal with Garson Kanin from a "dramady" originally written for the late Ruth Gordon. Now scripted as a one-hour film, no network is yet involved.

Previous Symphony projects include the features *Da*, *Judgment in Berlin*, and several CBS *Schoolbreak Specials*. ☐

Special Report

BASEBALL
1989

Baseball on radio and TV: $478 million in '89

Major League Baseball this year expects to collect $478 million in national and local radio and television (including regional broadcast and cable TV) revenue—a rise of $75 million, or 18.6% of last year's $403 million total. According to league figures, the jump is slightly higher than the 15.4% average annual increase over the 1984 through 1989 seasons.

For ABC-TV and NBC-TV, which paid about $200 million last year, maintaining their identities as the MLB networks for one more season will cost them, together, $240 million in 1989—a 20% balloon-year increase in the final season of concurrent six-year deals. Both networks say they will lose money on baseball in 1989. The CBS Radio Network, entering the last year of its own five-year deal, will likely again pay around one-fifth of its $32 million total contract, or about $6 million-$6.5 million.

MLB revenue figures show local rights keeping pace with national rights revenue, also rising just over 18%, from approximately $196 million in 1988 to $232 million—$478 million, minus the network TV and radio fees—this season. Although those local rightsholders will collectively pay almost as much as the networks, they were virtually unanimous late last month in saying their associations with the league remain directly profitable from advertising revenue, as well as indirectly profitable, through the promotional value of being identified with a market's team.

The $478 million figure is slightly more than double the $236 million paid by radio and TV just five seasons ago, in 1984. During the intervening years—all of them having long-term network contracts, as well as many long-term local contracts, in common—the figure rose 22% in 1985, to $288 million; 4% in 1986, to $300 million; 11% in 1987, to $333 million, and 21% last season, to $403 million. The number of games aired on all forms of television, said MLB, has also risen, from 2,356 games in 1985 to 2,661 games in 1988.

During separate interviews conducted by BROADCASTING late last month, baseball and network executives commented on questions involving rights fee trends, experiments in MLB television exposure and other issues raised by the long-term $1.1 billion CBS and $400 million ESPN deals that begin next year (see page 42).

NBC and ABC: Farewell season

The networks' extra-season roles have alternated between NBC-TV and ABC-TV each year of the current contract. In 1989, NBC will pay approximately $115 million for rights to the All Star Game and both the National and American League Championship Series (LCS) and 32 regular season games. After 32 years of Saturday afternoon games, and 42 consecutive seasons of MLB coverage, NBC expects to lose money for the first time during the current contract, said NBC Sports President Arthur Watson.

ABC will pay about $125 million to air the World Series and eight regular season games, all in prime time, and will likely suffer more than NBC from its own balloon-year fee hike. In previous years of the current contract, at lower annual rights installments, *Monday Night Baseball*, which this year becomes *Thursday Night Baseball*, had never made a profit, said the network.

Regular season advertising time (MLB games average 54 30-second spots) should draw between $40,000 and $45,000 per spot, said one network source, while World Series spots go for $270,000 or more. Neither network would reveal how much of their inventories had been sold by last week. Long championship series could also recoup some NBC losses. Said Watson: "Baseball is well ahead—well ahead—of last year's pace in terms of sellout. And last year was a good year."

A seven-game World Series, especially one involving major market teams, would provide ABC Sports with damage control. Arbitron's Broadcast Advertisers Reports bore out several network sources' contentions that the World Series have generally earned more advertising revenue than have the playoff-All-Star seasons, assuming average-length World Series and LCS's (five or six games each). In 1987, said Arbitron, ABC earned $120,463,500 from a seven-game World Series, while NBC gained only $77,723,600 from the All Star Game and five-game and seven-game LCS's (with all figures representing pre- and post- and in-game time). In 1988, a five-game World Series brought NBC $93,492,000, while ABC's coverage of the All Star Game, a four-game American League Championship Series and seven-game National LCS earned $91,546,000.

Within their total MLB schedules, NBC earned $145,950,100 from advertisers, while ABC took in $120,434,200, in 1987; last season, NBC earned $163,557,330 and ABC, $146,538,100, according to Arbitron. The profit margins for both, of course, have been further cut by production costs, currently said to average $10 million per season, and other overhead.

ABC-TV: Goodbye Monday, hello Thursday

ABC-TV will provide this year's biggest network baseball carriage surprise by broadcasting all eight (formerly) *Monday Night Baseball* games on eight consecutive Thursday nights, beginning June 8. "It is as efficient a counterprograming to *Cosby* as exists," said David Downs, vice president, programing, ABC Sports. The identity of ABC's *Monday Night Football* drove the original decision to place baseball coverage on that night, he said, but "ultimately, we decided there was nothing magic in Monday night."

The decision to create *ABC Thursday Night Baseball* was made

Who's on (the air) first around the leagues

AMERICAN LEAGUE EAST

Team	*TV originator and affiliates*	*Radio originator and affiliates*	*Cable originator*
Baltimore Orioles	WMAR 10	WBAL 40	Home Team Sports
Boston Red Sox	WSBK 6	WPLM 81	New Eng Sports Net
Cleveland Indians	WUAB	WWWE 28	none
Detroit Tigers	WDIV 4	WJR 40	Pro Am Sports Systems
Milwaukee Brewers	WCGV 6	WTMJ 67	none
New York Yankees	WPIX 10	WABC 50	Madison Sq Garden Net
Toronto Blue Jays	CTV 21	CJCL 65	The Sports Network

AMERICAN LEAGUE WEST

California Angels	KTLA 15	KMPC 22	Z Channel
Chicago White Sox	WFLD 5	WFLD 30	SportsChannel Chicago
Kansas City Royals	WDAF 12	WIBW 132	none none
Minnesota Twins	WCCO 7	WCCO 65	Midwest Commun
Oakland A's	KPIX 8	KSFO 14	none
Seattle Mariners	KSTW 8	KIRO 30	none
Texas Rangers	KTVT 15	WBAP 18	

NATIONAL LEAGUE EAST

Team	*TV originator and affiliates*	*Radio originator and affiliates*	*Cable originator*
Chicago Cubs	WGN 30	WGN 83	WGN-TV as superstation
Montreal Expos	CBC-TV	CJAD 9 CKAC 30	The Sports Network
New York Mets	WWOR 14	WFAN 22	SportsChannel (NY) SportsChannel Florida
Philadelphia Phillies	WTAF 2	WCAU 23	Prism
Pittsburgh Pirates	KDKA 7	KDKA 44	KBL Ent Net
St. Louis Cardinals	KPLR 32	KMOX 130	CenCom Cable

NATIONAL LEAGUE WEST

Atlanta Braves	WTBS	WSB 93	WTBS as superstation
Cincinnati Reds	WLWT 23	WLW 75	none
Houston Astros	KTXH 17	KTRH 45	Home Sports Ent
Los Angeles Dodgers	KTTV	KABC 30 KWKW Span-5	Z Channel
San Diego Padres	KUSI 10	KFMB 12 XEXX Span-17	Cox Cable
San Francisco Giants	KTVU 5	KNBR 10	Giantvision

before CBS outbid ABC and NBC for the 1990-1993 MLB contract (BROADCASTING, Dec. 19, 1988) and was "not a backlash thing," Downs said, conceding that ABC Sports might find Thursday prime time programing "too tough to compete with." Part of the counterprograming logic, he said, is also based on offering programing that is substantially different from the competition's.

However, ABC may have little to lose in taking the risk and may benefit by matching up ABC and NBC movies of the week on Monday nights, judging by Nielsen figures compiled over the nine weeks beginning May 30, 1988. Against a Thursday NBC lineup of *Cosby*, *A Different World*, *Cheers* and *Night Court* (often the top four shows of the week, together averaging a 17.3 rating/32 household share)—the *ABC Thursday Night Movie* averaged only an 8.5/15 ratings/share. During those same weeks, *ABC Monday Night Baseball* averaged 7.9/15 against the *NBC Monday Night Movie*, which averaged 14.5/26—nearly as high as, but perhaps a less formidable foe for an ABC movie than, NBC's Thursday lineup.

ABC also made one on-air personality change when late last month it signed Gary Thorne of WFAN(AM) New York (the Mets radio announcer from 1985 to 1988) to replace Gary Bender as ABC-TV's B game play-by-play announcer, teamed with Joe Morgan. ABC said its A game team, Al Michaels, Jim Palmer and Tim McCarver, will reprise their 1988 regular season, and probably also post-season, roles.

NBC, beginning April 8, will carry 30 regular season games over 26 summer Saturdays, as it has the past four seasons, even though NBC has seen a steady decline in its average rating/share over the 1985-1988 period. The Saturday games earned a 6.5/21 in 1985, 6.4/20 in 1986, 6.1/20 in 1987 and 5.6/18 last season. In addition to the Saturday games, including four doubleheaders (April 15, May 13, June 17 and July 29), the NBC schedule will include two prime time regular season games, Friday, July 7, and Tuesday, Aug. 1.

Tom Seaver, who will become Yankees color commentator this season, will also team up with NBC's Vin Scully to call the regular season games for the network, replacing Joe Garagiola, who departed after last year's World Series. Bob Costas and Tony Kubek will call each week's B game. Seaver and Scully will also team up with others for NBC's All Star and post-season games.

The future of baseball and 'free TV'

MLB, the broadcast networks and local stations debate whether the current situation is just part of a cycle or the beginning of a new era of more cable and higher fees

NBC and ABC sports programing executives expressed disappointment late last month over seeing their networks' associations with Major League Baseball coming to at least a temporary end after the 1989 season, and both expressed somewhat cautious confidence that the sports rights picture will remain "cyclical," in terms of who wins future contracts and for just how much money. Trends away from 'free TV' and toward escalating rights fees in all sports, they conceded, may prove more realthan apparent.

CBS-TV and Major League Baseball, differing with the other two networks on the merits of the league's new combined $1.6 billion national rights contracts, also took issue with the perception that the next year may prove the 1990-93 national broadcast-cable package either "an aberration or...the rocket that launches another era of rising fees."

CBS: Good deal or bad?

As ABC and NBC say good-bye to the game for four years, 1990 through 1993, CBS is preparing to pay a reported $1.1 billion to MLB for exclusive rights to the World Series, the American and National League Championship Series (LCS) and 12 regular season games each season during that period (BROADCASTING, Dec. 19, 1988). ABC reportedly offered MLB more than $500 million, which would have held its annual fee to around the current $125 million. NBC, which has not missed a year airing MLB since the late 1940's, bid something under $750 million, second to CBS's winning $1.1 billion. MLB will earn another $400 million over those same four seasons from ESPN, which will carry 175 regular season games on cable, beginning in 1990 (BROADCASTING, Jan. 9).

Although CBS's $250 million fee in 1990 will be only $10 million more than the 1989 fee, Arthur Watson, president, NBC Sports, has called the $1.1 billion CBS contract "irresponsible" because it covers two fewer years and because, in each season, the CBS schedule will be 28 games shorter than the current regular season national schedule—10 prime time games (eight on ABC and two on NBC) and 18 (NBC) weekend day games will disappear.

CBS also made its bid, Watson told BROADCASTING last week, knowing that ABC had been losing money for years, and that both networks would lose money in 1989. The "intangible value" of the association with major events such as the MLB Championship and World Series is "worth a lot," said Watson, "but is it worth a $100 million difference?"

To the contrary, said Jay Rosenstein, vice president, programing, CBS Sports, some of the values of the CBS package, beyond direct ad revenue, will be immediately tangible. "That value is transferred to the network, the affiliates, our entertainment programing. It is a statement to our employes." The affiliates, he said, "will not have to go uphill against post-season baseball any more when they are debuting new product in the fall. Now they will be at the top of the hill looking down. The strategic value of October," when new entertainment programing competes head-to-head with the MLB post season, "is tremendous."

Rosenstein said the CBS package also includes an advantage neither ABC nor NBC currently enjoys—one network carrying both the league championships and the World Series in the same season. "The other networks weren't as effusive as us about the LCS's. We thought they belonged on free TV, that they provided continuity into the World Series," he said. "We also have the opportunity to spread out the risk with the potential of 21 postseason games," rather than just the four to seven World

Dissenting trend

Local television rightsholders were nearly unanimous in their optimism about the continued profitability of carrying Major League Baseball—despite the upward trend in national, and some local, rights figures. But at least one radio broadcaster offered a dissenting view on the very basics of most sports rights arrangements.

"We looked around the league a few years ago and saw what was coming," said Ken Dennis, general manager of KSFO(AM) San Francisco, flagship of a 14-station Oakland Athletics radio network. The station saw little sense in maintaining a rights fee system—"broadcasters paying through the nose to take so much risk on how the team would do." While even a losing team will always have its fans, he said, there may not be enough to draw advertisers on board. So before the 1988 season, KSFO(AM) decided to eschew the tradition of buying rights and sell ad time within a number of games and, instead, began selling the broadcast time outright to the team, which sells all the in-game ad spots itself.

"Our point of view focuses on ratings," he said, "not on payment and revenue." Retaining no in-game ad inventory (except for station promos), the station does, however, sell time within its morning manager's show, pre-game talk show, pre-game magazine show, pre-game warmup show, post-game wrapup and around-the-league shows and an evening call-in talk show. "This way," he said, "the team takes the risk on how well the team does, while we take the risk on the broadcasts, and even the worst-case [won-loss] scenario would be bearable for both the team and us." And with a hot team, such as last year's American League champion A's, the station can expand that inventory to include a week-long remote broadcast from spring training (see capsule, page 45).

Series, or eight to 14 LCS, games.

Although he said CBS's existing summer schedule of NBA playoffs, golf, college football and other programing left little room for more than 12 regular season games, he said that CBS also perceived additional lost revenue in a larger regular season MLB schedule.

Indeed, according to Arbitron's Broadcast Advertisers Reports, All Star Game, LCS and World Series coverage, including pre- and post-game programs, has brought in approximately two-thirds of the networks' MLB advertising revenue while accounting for only around one-third of the total national schedule over the past two seasons. In 1987, ABC and NBC together earned $198,187,100 from selling post-season ad spots—accounting for 68% of the $292,488,200 ad revenue for the entire 1987 MLB season, even though the 20 extra-season games accounted for only 33% of the schedule. In 1988, the post-season, accounting for only 35% of the schedule, brought in $185,038,000—60% of a total $310,095,430 in ad revenue for the year.

(The BAR numbers, said Arbitron, come from monitoring spots and plugging in ad rates provided by the networks.)

Taking into account the values cited, said Rosenstein, "CBS placed a value on the exclusivity of the MLB package in such a fashion as perhaps the other networks did not." Declining to say the network would not directly lose money on the contract, he added: "We're confident in the viability and health of the package."

Onward and upward in other sports?

Standing by his charge that the CBS bid was "irresponsible," Watson said the deal sends a message to other sports. "The next 12 months," he said, "will tell if the new MLB deal is an aberration—most rights were declining or remaining flat—or if this is the rocket that launches another era of rising fees. The NCAA is going to say: 'If baseball can get that, what can we get?' " Watson said, noting that current NCAA basketball and National Basketball Association contracts—both CBS's—run out after the 1989-90 seasons. In addition to vying for those, he said, NBC will also be looking at additional college football.

"There is obviously going to be spirited bidding for those contracts, because of the need for the product at the other networks," said Rosenstein, adding that CBS "will be aggressive in protecting rights we already have, particularly the NCAA tournament. We've developed an extremely successful product" with both the tournament and the NBA, which also comes up for renegotiation in 1989, he said. But he disagreed that the 1990-93 contract sets a precedent for other sports rights fees. "Each property is viewed as a separate process. There is one set of circumstances for the Olympics in winter, another for summer Olympics, another for MLB," he said. "We didn't talk about irresponsible bids when NBC bid higher than CBS on [the 1992 summer Olympics in] Barcelona."

David Downs, ABC Sports programing vice president, although confident that history proves the TV-sports relationship "too cyclical for negative sentiments," conceded he is "concerned that the 1990 bid might give the appearance that all sports rights will continue to escalate. The reality is that only a few properties will command the kind of intangible value that we attribute to Major League Baseball or the Olympics. Most sports," he said, "will be negotiated on a fair and pragmatic basis."

Baseball's cable TV exposure

Like Watson, Downs expressed skepticism about what the new mix of national broadcast and cable network schedules will eventually bring CBS, ESPN and the league: "What they [MLB] are seeing is that dealing with cable has radically raised the revenue generated by the TV package. What they have not seen is the long-term exposure picture—the effects of underexposure of the cable universe and shortened network regular season coverage."

MLB director of broadcasting Bryan Burns has spent the past several years trying to predict just that. The league, he said, sought to respond to market and regulatory factors while balancing what has been about a 50-50 national-local rights revenue stream (see story, page 40).

"What has happened with us is a major course correction," he said, describing a "new environment" and bottom line considerations that helped drive the decision to go with CBS and ESPN. MLB "needed to make a certain amount of money. *Monday Night Baseball*, for example, came to a point where it was not financially viable. The public was not watching. The public spoke. If we had been getting a 16 or 17 rating," he said, "maybe you would have seen a different contract."

However, he said, superstation litigation and legislation unfavorable to the league—as well as money—shaped a package that will add 175 cable games to, and subtract 28 network games from, the national schedule. Asked about the "flood" of 175 ESPN games in 1990, he said: "What about the flood of 400 games already there [via superstations, with which the league has no national contracts]? If the government is going to allow a local signal to be sent out across the country without the club's consent, fine; we have to get into the [cable programing] business too. Is exposing four or five teams, all in one league, healthy for the game? We would rather let fans from Tacoma to Tampa see all our teams."

Having "lost in court, ridiculously," over the superstation copyright issue, said Burns, the teams carried by superstations have entered into an agreement with MLB to contribute some extra dollars to the leagues, "but that is an agreement inside the league, having nothing to do with copyright."

Rosenstein, pointing to CBS's experi-

CBS Radio's final baseball season?

Entering the final year of a five-year, $32 million contract, the CBS Radio Network was, as of last week, vying with other networks for the next national radio contract with Major League Baseball. The 1989 season will open with an April 8 doubleheader featuring the World Champion Los Angeles Dodgers at the Atlanta Braves at 3 p.m. ET and the Baltimore Orioles at the Minnesota Twins at 7:45 p.m. ET. Those two broadcasts will once again set the pace for the 26-week regular season; each Saturday the network will feature one early and one late game, with one representing the American League and one representing the National League. The regular season will close Sept. 30. CBS reported that its *Game of the Week* broadcasts last year were heard on 265 affiliate stations.

In addition to regular season games, the CBS Radio Sports schedule will include play-by-play coverage of the All Star Game on July 11 at Anaheim Stadium; the American and National League Championship Series, Oct. 3-12, and the World Series, beginning Oct. 14. The network will also report live from the Baseball Hall of Fame induction ceremonies on July 23 at Cooperstown, N.Y.

Special this year will be a 16-part series of two-minute reports anchored by John Rooney that will feature baseball news, season predictions and interviews with key players and coaches. The series will be fed to affiliates beginning March 27. Returning to the broadcasts will be the "home town" fifth inning, which features local team announcers.

CBS is once again selling its ad inventory in two separate packages: the summer series, consisting of the All Star game and 26 weeks of regular season games, and the fall series package, including the league championships and the World Series. Advertisers this year include Anheuser-Busch, Buick, Isuzu, True Value hardware and Tinactin, according to Steve Youlios, vice president of sales for the CBS Radio Networks. Some advertisers changed marketing strategies this year and decided not to renew, he said, but replacement sponsors have quickly taken their places. The network's sports marketing group has been particularly successful in attracting new advertisers, Youlios added.

Launching the season this year will be sportscaster Brent Musberger with an April 8 pre-game interview with A. Bartlett Giamatti, newly elected baseball commissioner. Musberger is expected to take on the play-by-play job for CBS-TV in 1990. Additional announcers providing CBS Radio Sports coverage will include Johnny Bench, Steve Busby, Jerry Coleman, Gene Elston, Steve Garvey, Jim Hunter and Dick Stockton.

ence carrying the final 33 NCAA basketball tournament games—on the heels of ESPN's carrying 20 earlier tournament games—insisted, "Regular season exposure [on cable] is beneficial to the post season. We think the 175 games on ESPN funnels interest into and enhances" CBS's post-season coverage.

As for the ESPN deal marking only the beginning of a trend toward cable, among those interviewed, none dissented from Watson's prediction that "for the moment—the next three to five years—the major sports events will stay on free TV. Obviously, MLB is there through 1993. You have to see what happens with cable and pay TV."

The local factor

Concerns about stepping on the individual teams' abilities to forge better local packages also shaped the CBS and ESPN deals, said Burns. Before going into last fall's negotiations, "the teams instructed the league to 'give some [game] inventory back to us so we can make local rights agreements.' [MLB] did that" with the new contracts, he said, "more than cutting in half—from over 20, down to seven—the number of national games that would conflict with local schedules," beginning with the 1990 season.

"And, collectively," said Burns, "the number of games on local free TV over the past five years has increased every year"—from 1,485 in 1984 to 1,648 in 1988—while games on local pay also increased from 820 in 1985 to 1,031, in 1988, according to the league. Those local numbers will stay steady or rise slightly in 1989, he said.

Additionally, in designing the ESPN deal, he explained, MLB "put our clubs in the first position." If a game to be aired locally is also on the ESPN schedule, ESPN will have to air another game between other teams in that particular market, leaving the local broadcast or cable TV rightsholder exclusive carriage there. Therefore, he argued, the 'flood' of national games on ESPN will not displace home team games on local broadcast or local cable, and opening more Saturdays in the network schedule on CBS will open the opportunity for further increases in local schedules. "Maybe they balance," he said.

For the most part, local rightsholders appeared to agree, nearly all of them confident in the preeminence of home team interest.

"Actually, our position is enhanced," said Bill Craig, general manager, Midwest Communications, current owner of the Minnesota Twins' local broadcast, cable and radio rights. "There will be no Twins [cable] games in Minnesota, North Dakota or South Dakota except on the Midwest Sports Channel. They will be blacked out inside of the exclusive territory. We feel very comfortable with what's happened on ESPN.

"The more baseball there is out there, the less exclusive is your product, and it will have an impact" on local rights values, said Craig. "But the home team is still the one that's on the front page of the local newspaper and the one that commentators talk about. Even when the Twins are in the cellar, people would rather watch a Twins game than they would the Yankees. The local team is where the power is."

Although ESPN may get the rights to 10-15 Cubs games in 1990, said Jake Fendley, director of sports sales, WGN-TV Chicago, "we broadcast more local games than any other station [152]. We might be affected in the number of games we broadcast, but it won't affect advertising revenues. There is always a place for local telecasts."

Jack Stanfield, Home Sports Entertainment vice president, programing, and executive producer for Texas Rangers cablecasts, concurred: "I think the ESPN deal was a good deal for baseball owners, an additional source of revenue for them for national distribution of the game. But the product in a specific region has its own value. That is established by the number of cable homes and the strength and draw of the team, and I think that's more the deciding factor."

"MLB, somewhere down in its heart," said Kansas City Royals Network Manager Buddy Turner, "is interested in the welfare of the local rightsholder."

But even given an environment in which the single team has "first position," the local broadcaster may still find himself in a fix, said Bill Scaffide, assistant general manager of Cleveland Indians rightsholder, WUAB-TV Lorain, Ohio. "It is very costly for local TV to keep local sports." The franchises, he said, may eventually price "themselves out of local TV."

The preceding two stories were written by Peter Lambert

Major League Baseball team by team

◆California Angels◆

Television broadcast rights to the California Angels are held by KTLA(TV) Los Angeles, in the second year of a five-year contract. KTLA will broadcast 57 games, two preseason, 54 regular season, and the annual game against the Los Angeles Dodgers. Bob Starr and Joe Torre will call the games.

KMPC(AM) Los Angeles, in the second year of a three-year deal, holds radio rights for the Angels and will broadcast all preseason and regular season games, as well as spring training reports. Al Conin and Ken Brett will call the games for KMPC(AM), the flagship for a network of 22 stations in Central and Southern California, as well as Nevada, Arizona and Hawaii. Sales are running way ahead of last year, said a station spokesman, and Anheuser-Busch, Chevrolet, Chevron and TWA are among the major sponsors lined up.

Cable rights to the California Angels are held by Z Channel, purchased late last month by Rainbow Programing Enterprises (BROADCASTING, Feb. 27). It will provide a dual feed in English and Spanish to 110,000 subscribers in the Los Angeles area. The feeds for the Angels will be provided by XPRS(AM) Tijuana, Mexico, which broadcasts the games in Spanish. Z Channel will carry 35 regular season and two preseason games. Joel Meyers will handle play-by-play and Torre will do color commentary.

◆Chicago White Sox◆

Television broadcast rights to the Chicago White Sox are held by WFLD(TV) Chicago, in the third year of a six-year contract. The 71-game schedule includes 67 regular season games, three preseason and the crosstown classic, played against the Chicago Cubs. Major sponsors include Miller Beer and Dodge.

WMAQ(AM) Chicago, holder of the radio rights, is the flagship for the White Sox Radio Network, fed to 30-35 stations in Illinois, Iowa, Indiana and Florida. Pre- and post-game shows will be 10 to 15 minutes on each side, according to Jeff Chardell, WMAQ(AM) general sales manager. Chardell also reported that sales are running slightly ahead of last year. Major sponsors include Miller Beer and Chevrolet. The station will broadcast 178 games, including 162 regular season and the crosstown classic. Tom Rooney, former announcer for WFLD(AM) and Wayne Hagin, an announcer for CBS's *Game of the Week*, will handle the announcing duties.

Cable rights for the White Sox are held by SportsChannel Chicago, in the sixth year of a 10-year contract. SportsChannel will offer 83 regular season games and two exhibition contests to approximately 1.4 million subscribers. Gary Thorn will have play-by-play duties and Tom Paciorek will provide color commentary. SportsChannel will also broadcast a weekly half-hour show, *Sox '89 Weekly, The Jeff Torborg Show*. (Torborg is the team's manager.) Sponsors include Anheuser-Busch and *The Chicago Sun-Times*, Toyota and Chrysler.

◆Kansas City Royals◆

Entering its 15th year as the Kansas City Royals Radio Network flagship—and the first year of a new three-year deal—WIB-

W(AM) Topeka, Kan., has expanded last year's 120-station, 10-state network to 132 stations in 12 states, said Royals network manager Buddy Turner. The 14-year relationship with the team is still "healthy [and] profit-making," he said. Carrying 16 preseason and all 162 regular season games, each complete with a managers show and pre-game, post-game and scoreboard shows, the station has already sold 98% of its national inventory to advertisers including Budweiser, Ford Motors, the Ford Lifetime Service Guarantee, Western Auto, Guy's potato chips, Amoco Oil, Farmers Insurance, True Value Hardware and John Deere said Turner. The 131 other stations in the network retain one 60-second spot per inning, he said.

On the television side, WDAF-TV Kansas City, Mo., enters the second year of a five-year contract, feeding a dozen stations in Kansas, Missouri, Oklahoma, Arkansas, Iowa, Nebraska and Colorado. In addition to again carrying two preseason and 50 regular season games, the station, said Turner, will produce 12 half-hour *Let It Roll* specials on the team. "We're going to front-load the season a little more this time to draw interest early," carrying five of those specials before opening day, he said. Paul Splittorff and Denny Trease will again provide color and play-by-play, respectively. Boasting "number-two Nielsen and Arbitron numbers in the country last May and July," said Turner, the network has signed on Ford Motor Co., Miller beer and Uniroyal for 1989.

◆Minnesota Twins◆

Midwest Communications, owner of WCCO-AM-TV Minneapolis, starts a new contract this year for the radio, broadcast television, cable and pay-per-view rights to Minnesota Twins baseball. The five-year pact comes amid what WCCO(AM)'s local sales manager, Ray Vecellio, called "tremendous interest in Twins baseball" that has been steadily growing since the team's 1987 championship year.

Midwest will televise a total of 124 Twins games. WCCO-TV will air 34 broadcast television games, and Midwest has contracted independent KITN(TV) Minneapolis to broadcast an additional 26 games on nights that baseball conflicts with network programing on CBS affiliate WCCO-TV. Both the WCCO-TV and KITN games will be fed to the seven-station Twins network.

The 64 other televised games will be available to cable subscribers. Midwest Sports Channel, a basic service, which signed on last Wednesday (March 1), will present 24 games (four of them preseason), 17 away and seven home. About 400,000 subscribers will be served on 40 cable systems. Systems in the Minneapolis-St. Paul area will have the option of seeing 40 pay-per-view home games. Outside the metropolitan area, those games will be available to basic subscribers.

Midwest Communications General Manager Bill Craig and Bob McGann, WCCO-TV station manager, both reported good ad sales so far. The major sponsors for both will be Anheuser-Busch and Norwest Bank. Former Twins pitcher Jim Kaat, who handled color commentary last year for WCCO(AM) and last year's broadcast TV outlet, KMSP-TV, will return to announce games for both broadcast and cable this year. He will be joined by play-by-play announcer Ted Robinson.

Audience shares for the Twins on radio reached into the 20's for some games last season, according to WCCO(AM)'s Vecellio. This year, 85% of the ad time has been sold for the 162 regular and 14 preseason games to be broadcast. The biggest sponsors are Anheuser-Busch, Chrysler, Amoco, Hardware Hank and Super Value grocery stores. Returning announcers will be Herb Carneal and John Gordon.

◆Oakland Athletics◆

Although the Oakland A's booming bats went quiet in the World Series last year, they remain "the showcase American League Team," boasting the 1988 Most Valuable Player, as well as manager, rookie and reliever of the year, said Fred Eppinger, national sales manager, KPIX(TV) San Francisco, flagship for an Oakland network of nine stations in California, Nevada and Arizona. Combined with the CBS affiliate's carriage of the NFL San Francisco 49'ers and NBA Golden State Warriors, holding the rights to the 1988 American League western division champions "enhances our identity as the sports leader in the market," he said. KPIX(TV) will carry a minimum of 28 regular season games, adding up to six more, as it did last season, if the team "comes close to clinching." Monte Moore and Ray Fosse will again call the games, and, as of last week, the possible addition of pre- and post-game shows was under consideration. The station is "well ahead of last year" in selling its inventory. "We have not lost any incumbents and are adding some new" advertisers, Eppinger said.

On radio, KSFO(AM) San Francisco enters the second year of a three-year deal by which the team pays for the broadcast time, while retaining ad sales, for 14 weekend preseason, and all 162 regular season, games. The station retains some time to promote the station, with the rest of in-game time sales up to A's broadcasting director David Rubenstein, said KSFO(AM) vice president and general manager Ken Dennis. Budweiser and Chevrolet are signed up, he said. Flagship for a 14-station network reaching California, Oregon, Utah and Nevada, KSFO(AM) does sell its own ad time in a plethora of Oakland A's-driven programs. Those programs include pre-

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game magazine and news shows, post-game wrapup and scoreboard shows, a morning manager's show and an evening call-in/talk show. So dedicated to A's programing is the station that, during the entire week of March 15, the morning drive-time (including hourly sports news from CBS-TV's NFL color announcer and former Oakland Raiders head coach John Madden) and evening drive-time broadcasts will originate from the A's Arizona preseason sites—"a very expensive operation, but we think it's worth it," said Dennis. Reprising their announcer roles from last year's championship season will be Lon Simmons and Bill King, visited "often" by color man Fosse from the TV announcing team.

◆Seattle Mariners◆

KSTW(TV) Tacoma, Wash., which had Mariners rights from 1982 to 1985, signed a three-year contract in December 1988 to regain the television rights to the Mariners from KIRO-TV and KTZZ-TV, both Seattle. KSTW(TV) will offer 60 regular and 5 preseason games, all away contests. Kevin Hale, KSTW-TV vice president and general manager, plans on an eight-station network.

On March 13, KSTW(TV) will start a major promotional campaign using public transit, radio, newspapers and *TV Guide*. "We want fans to know the Mariners are back on ch. 11," said Hale. Advertisers signed include Anheuser-Busch, Unocal, and Cuprinol stain, with more pending, and, based on past history, said Hale, the station expects to be totally sold. Game announcers will be Dave Niehaus, the voice of the Mariners for the past 12 years, and Rick Rizzs. They will also handle radio coverage. Color analyst is Joe Simpson, who played with the Mariners from 1979 through 1982. No pre- or post-game shows are scheduled.

Hale said that no cable network is currently planned, although it remains a possibility.

KIRO(AM) Seattle, in the last year of a five-year contract, will cover 162 regular season, as well as preseason, games, over a network of approximately 30 stations. Advertisers, said Joe Abel, executive vice president and general manager, include Budweiser, Chevron, Farmer's Insurance, Pacific First Federal and Denny's. The station will come close to selling out, Abel said. Dave Niehaus and Rick Rizzs will announce the games, as well as handle pre- and post-game duties.

◆Texas Rangers◆

Texas Ranger baseball over Home Sports Entertainment (which also has pay cable rights to the Houston Astros) will be available to more than one million cable subscribers on 250 systems, most of them in Texas, Louisiana and Oklahoma. HSE, a five-year-old network, has seen especially large expansion since the start of the 1987 season when games were carried over 121 systems to 225,000 viewers. This expansion has led to a list of about 20 major national advertisers that sponsor Ranger games. That list includes Anheuser-Busch, Chrysler, Texaco, AC Delco, American Express and Miller beer. Advertising "pretty much increases on a parallel with our subscriber numbers," said Jack Stanfield, HSE vice president, programing, and executive producer for Rangers baseball.

HSE will present 68 regular season games. In the past it has shown some preseason games between the Rangers and its minor league clubs, but this year HSE will not have any preseason games. Instead it will send a production crew to training camp to produce a special to air before opening day. During the season, regular half-hour pre- and post-game shows will be presented.

WBAP(AM), the radio rightsholder to the Rangers, is consistently one of the top five stations in listenership in the Dallas-Fort Worth area, and baseball coverage is a main factor, according to John Hare, president and general manager. Last year the station averaged a 6.7 share during Ranger broadcasts, he said. He reported that ad sales are ahead of the same time last year. Ford, Delta Airlines and Gulf Oil are the major sponsors.

A schedule of 64 regular season games is being readied for KTVT(TV) Fort Worth, with one warm-up game in preseason also planned. The station's general manager, Charles Edwards, projected that ad sales will be up 12% over last year. Nevertheless, the station will "promote more extensively than we did last year, both on [its own] air and in other ways," Edwards said. One possible option would be to buy time on ESPN, he said. The largest advertisers signed so far are Anheuser-Busch, Burger King and True Value Hardware.

◆Baltimore Orioles◆

If ratings points fell off as much as the Baltimore Orioles' play did last year, WMAR-TV Baltimore might be giving away advertising time during its Orioles broadcasts this season. But as it happened, said Howard Zeiden, vice president of sales and marketing for the station, ratings did not experience "nearly the same slippage" as the last-place Orioles' performance did. (The team lost its first 21 games and finished 54-107.)

The station expects that its new play-by-play announcer will generate some excitement. He is Jim Palmer, the former Oriole and three-time Cy Young award winner who can recall the team's glorious past as he calls the uncertain present. Another ex-Bird, Hall of Famer Brooks Robinson, will return as color commentator. And, according to Zeiden, WMAR-TV sportscaster Scott Garceau will occasionally make it a threesome.

Home Team Sports, the regional cable network now reaching 1.2 million homes, under its long-term agreement with the team, will televise 85 regular-season games (65 home, 20 away) and five preseason games, matching last year's output. Mel Proctor and John Lowenstein, another former Oriole, return to handle the play-by-play and color for the cablecasts. Each game will again be preceded by *All Star Automotive Orioles Report* with Tom Davis.

WBAL(AM) Baltimore, in the second year of a three-year agreement, is committed to broadcasting every game, starting with last Friday's exhibition opener (March 3) against the Mets. The announcing team is the same as last year: Jon Miller and Joe Angel.

Jeff Beauchamp, manager of the Hearst station, said sales are "progressing well," but he conceded that the team's performance has discouraged some national advertisers, which do not reap the benefit of identifying with the team to the extent local advertisers do. Like HTS, WBAL's problem is beer. Beauchamp said Budweiser may not be back this season, forcing the station to find a new brewery to round out this year's advertisers. Budweiser is trying to trim back its broadcasting expenditures, he said, and may feel that its long-term contract with WMAR-TV is sufficient to cover the market. But the rest of the advertising line-up looks solid, according to Beauchamp. It includes Ame[illegible]n Oil, Jeep-Eagle, Sherwin-Williams, Esskay meats, Santoni's supermarkets, Amco transmission, Amana applicances and Trane heating and air conditioning.

◆Boston Red Sox◆

WSBK-TV Boston, entering its fourth year of a five-year contract with the Red Sox, will carry 75 regular season and three preseason games. Last year's broadcasts generated household ratings of 10-11, according to Stuart Tauber, the station's assistant general manager. About half the ad inventory for the upcoming season is sold out, he said, including deals with Anheuser-Busch, Mitsubishi, Delta, Citgo, Dodge, BF Goodrich, New England Ford Dealers and the Bank of New England. A network of New England television stations will receive 30-45 of the games, with the action described by Bob Montgomery and Sean McDonough.

New England Sports Network, a cable company partly owned by the Red Sox, will this season air 53 home, 30 road and 14 spring training games. Nielsen ratings on a key game last year revealed a 42 rating/63 share for the Red Sox in Boston, according to John Claiborne, vice president and general manager for the network, who said such high numbers are not unusual for top games. Helping those ratings along is an increased subscriber base, which, he said, is up from last year's 217,884 to its current 303,000 figure. Claiborne said ad inventory, expected to be sold out by the start of the season, includes Budweiser, Jiffy Lube, New England Chevrolet, New England Nissan, Polaroid, Texaco, Store 24 and Century 21. Included among promotional tie-ins with advertisers will be a Budweiser-sponsored major league scoreboard read twice per game. NESN announcing duties this year will once again be handled by former Red Sox player Jerry Remy and 30-year veteran team announcer Ned Martin.

Radio coverage for the Red Sox will once again be handled by WPLM-AM-FM Plymouth, Mass. The station will originate 81 home, 81 away and 22 preseason games to a network of more than 80 stations. A station spokesman said major advertisers will include Budweiser, American Motors and Chrysler. Returning announcers will be Ken Coleman and Joe Castiglione.

♦Cleveland Indians♦

This is the 10th year that WUAB-TV Lorain, Ohio, holds the rights to the Cleveland Indian games. The station will air 60 contests (50 away and 10 home) and has sold about 50% of its advertising inventory. Among the major sponsors are Anheuser-Busch and Wendy's, said Bill Scaffide, assistant general manager. Scaffide said the station received an average 13 rating/22 share last season and expects to do better in 1989. The Indians, he said, have "made themselves very competitive," and interest in the team is picking up. Jack Corrigan will do the play-by-play, and the station is negotiating with several people for the color commentary slot, according to Scaffide.

WWWE(AM) Cleveland is the flagship for a 30-station radio network. It has been broadcasting the games since 1972 and, as with WUAB-TV, Anheuser-Busch is a leading sponsor. The station plans to broadcast 162 games along with 16 spring training games, said WWWE's David George. It also will air a 20-minute pre-game show called *Countdown to Baseball* and a 15-minute post-game show, *Final Edition*. Herb Score will call the play-by-play and Paul Olden will provide color. According to Tom Campbell, the station has sold about 90% of its network inventory and 70% of the local avails.

No Indians games are carried on cable.

♦Detroit Tigers♦

WDIV(TV) Detroit will present nine home, 43 away and five preseason games this season, as the station enters the first year of a new three-year contract. Ad inventory is about 80% sold out, said Chris Rohrs, vice president of marketing and station manager. Advertisers include Anheuser-Busch (new this year), Ford Dealers, Taco Bell, Kroger Supermarkets, Pepsi, Blue Cross, General Electric and Unocal. Sportscasters are Al Kaline and George Kell, and Bernie Smilovitz will host 40 half-hour pregame shows.

Ann Arbor-based Pro Am Sports Systems will provide 20 away, 55 home and one preseason game via cable. About 70% of the cable ad inventory is sold, according to General Manager Bill Wischman, including deals with Ford, Stroh's, Highland Appliance, Sprint, GMAC, General Electric and True Value hardware stores. The service will provide a full lineup of Tigers-oriented programing on March 17, including a feature on former Tigers called *Tigers at Heart*. The subscriber base is 540,000, said Wischman. Returning announcers will be Jim Northrup and Larry Osterman.

Tigers radio coverage this season will be handled by WJR(AM) Detroit, now in the third year of a five-year contract. The station will carry all 182 games, including 20 preseason matches, beginning March 3. Advertising sales are ahead of last year, said General Sales Manager Mike Fezzey, including commitments from Anheuser-Busch, Ford Dealers, Comerica Bank and Marathon Oil.

♦Milwaukee Brewers♦

WCGV-TV Milwaukee is in the first year of a three-year contract to broadcast Milwaukee Brewers games. The station, which retains all broadcast TV rights, has lined up five affiliates so far for a regional network. Major advertisers include Miller Brewing, Hardee's and Northwest Airlines. Calling play-by-play for the eight pre-season and 60 regular-season games will be Jim Paschke. Joining him to do color will be ex-Brewer pitcher Pete Vukovich.

The Brewers retain radio rights and have a network of approximately 67 stations in 51 markets. WTMJ(AM) is the flagship station for the broadcasts of 162 regular season games and 18 preseason games. Bob Uecker, recovering from a mild heart attack in January, is scheduled to be in the booth for his 19th, and the team's 20th, year, said William Haig, vice president, broadcast operations, Milwaukee Brewers Radio. Pat Hughes will be with him for his fifth year.

♦New York Yankees♦

The New York Yankees' new television contract was noteworthy, both for the amount of money involved, a reported $500 million over 12 years, and for the fact that, starting in 1991, rights to all the games will pass to cable. The latter fact has aroused some local politicians to consider legislating over-the-air-carriage of some of the

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team's games.

Madison Square Garden signed the contract only two months ago, and details of its 1989 telecast of four preseason and 72 regular season games are still being worked out. The cable network is negotiating the Yankee telecasts separately with MSG affiliates, who reach 2.4 million homes, asking them to pay a 39% surcharge on top of the regular monthly 80 cents per-sub fee. The uncertainty over how many cable operators will accept the price increase may contribute to MSG's delay in announcing advertisers. The cable network is still also interviewing potential announcers for the telecasts, which include a half-hour pregame and a 15-minute post-game show.

WPIX(TV) New York will increase the number of games broadcast this year to 78 (three preseason and 75 regular) from 52 in 1988, when they averaged a seven rating, said Marty Appel, executive producer. Veteran on-air personality and former Yankee shortstop Phil Rizzuto will be joined by two new announcers: George Grande, who comes to the station from ESPN, and Tom Seaver, who replaced Bill White, recently named president of the National League.

WABC(AM) New York renegotiated its agreement, adding an additional five years to the remaining three years of its current contract, said general manager Fred Weinhaus. The ABC-owned station will originate the entire regular season and about 15 of the pre-season games to a network of about 50 stations, including stations as far away as Phoenix and Houston. Weinhaus said the station had only a few minutes of advertising time left and expected ad sales this year to be "a million and half more than 1988 sales." Major advertisers include Budweiser, Marine Midland Bank and Nissan. Announcers for the games are John Sterling and Jay Johnstone.

◆Toronto Blue Jays◆

The Sports Network, which held the cable rights last year for the Blue Jays, was, last month, in the process of negotiating for them again this year. The network would likely run four preseason games and 50 regular season games, said a spokesman. Blue Jays announcer Fergie Olver will provide play-by-play, and former Blue Jays catcher Buck Martinez, color. Major sponsors are Labatts, Esso and Coca-Cola.

TV Labatt, a division of Labatt Brewing Co., owner of 45% of the Blue Jays, holds the television rights for the team. In the fifth year of its six-year contract with TV Labatt, CTV Television Network will be airing 42 regular season games hosted by Olver, with Don Chevrier doing play by play and Tony Kubek doing color.

Telemedia Broadcasting Systems holds the radio rights to the Blue Jays and is in the last year of a three-year contract, but has signed another contract for the following three years. The flagship station for the network of more than 60 radio stations is Toronto's CJCL(AM), owned by the same parent company. National advertisers include Labatts, McDonalds, Blacks Cameras, Zenith and Miracle Food Mart.

◆Atlanta Braves◆

The number of Braves games on WTBS(TV) Atlanta is still being worked out, but will likely be around 120, which will be a drop from last year's 135. Turner's carriage of the National Basketball Association cuts into a number of Braves games in May.

Ron Snyder, director of sports sales for WTBS, reports that "Braves sales are healthy" despite last year's last-place finish. The team scored a 2.2 cable rating over its schedule last year. Snyder said advertisers signed include Anheuser-Busch, Delta Air Lines and Ford, a new sponsor this year.

WSB(AM) Atlanta is in the first year of a new three-year rights agreement to carry all 162 regular season and 10 preseason games on a 93-station network. WSB(AM) has carried the Braves in 22 of the last 23 seasons. Bob Huntley, general sales manager for the station, said sales are going "very well," with Budweiser, Delta Air Lines and Coca-Cola signed. Under the new contract, the station purchased the rights and is responsible for putting together the six-state network.

◆Cincinnati Reds◆

Now in its 28th consecutive year of covering Cincinnati Reds baseball, WLWT(TV) Cincinnati will broadcast 47 games this season. The station, which retains Reds baseball rights, is in the second year of a three-year contract and is the flagship for a 23-station network. In addition to the 47 games, the station also has an option to broadcast three additional games. Ad sales are going "very well," said Tony Kiernan, the station's vice president and general manager. Major advertisers include Anheuser-Busch, Toyota, Kroger Supermarkets and Ford Dealers.

Radio coverage of Reds baseball will be handled by WLW(AM) Cincinnati, in the first year of a three-year contract. The station, which holds the radio rights, will air 18 exhibition games and 162 regular season games, including any post-season games. It is the flagship for a 75-station network. According to David Martin, president and general manager of the station, ad sales have been "quite brisk," with 85%-90% of the inventory sold. Major advertisers include Anheuser-Busch, Marathon Oil, Community Mutual, Pepsi-Cola and Delta.

In their 16th year of calling Reds baseball for WLW(AM), Joe Nuxhall and Marty Brennaman return to the booth for the station. Marty Brennaman is the father of WLWT(TV) announcer Tom Brennaman. The station will produce two pre-game shows and two post-game shows. Each of the shows will be approximately seven minutes and will include interviews with players and manager Pete Rose.

◆Houston Astros◆

Astros television rightsholder KTXH(TV) Houston will broadcast 73 away games and 11 exhibition games this year. Sponsors include Anheuser-Busch, Kroger and Southwestern Bell. Sales are "pacing well ahead" of a year ago, said Julio Bermudez, station general manager.

KTRH(AM) Houston will again carry the full slate of Astro games, although the rights are retained by the team, which sells the time. Radio sponsors this season include Anheuser-Busch, Kroger, Coca-Cola, Delta, Western Auto and Ford Lifetime Service. Nissan and Subaru are competing for the automobile sponsorship.

Home Sports Entertainment just renegotiated a long-term (more than 10 years) deal with the ball club and will carry all 80 Astros home games this season. The Astros will also have about 25 games on Florida's Sunshine Network this season. However, with the new ESPN contract, Astros participation in the Sunshine Network would cease after this season.

◆Los Angeles Dodgers◆

KTTV(TV) and KABC(AM), both Los Angeles, enter the second year of five-year contracts with the Dodgers for broadcast rights. KABC(AM) also holds the Spanish radio rights, which it subleases to KWKW(AM) Pasadena. KABC(AM) coordinates a regional radio network of 25 English stations and five Spanish stations. Major sponsors include Unocal, Coca-Cola, Anheuser-Busch, Nissan and Farmer John Meats.

KTTV will broacast four preseason games and 46 regular season away games. The station has hired former Dodger pitcher Don Sutton to do a pre-game show this season called *Dodger Central*, debuting yesterday, March 5. Sutton provides color commentary along with the team of Vin Scully, Don Drysdale and/or Ross Porter. Major television sponsors include Anheuser-Busch, Unocal, Coca-Cola, Farmer John, Jeep Eagle and Pacific Bell.

Z Channel, which two weeks ago became New York-based Rainbow Program Enterprises' seventh regional cable sports network (BROADCASTING, Feb. 27), will carry 35 Dodger home games this season. Z Channel, which is not permitted by the Dodgers to sell ad time within the games, said a Rainbow spokesman, also carries California Angels games.

◆San Diego Padres◆

For the third year in a row, the Padres will purchase time on television and its English-language radio affiliate, retaining the rights and selling all the local advertising itself. Jim Winters, director of broadcasting for the team, said the arrangement continues to work well for the Padres. Although time is not sold out, Winters said sales are running as strong as last year.

The Padres are buying time on KUSI-TV San Diego for the two preseason and 49 regular season games that will be fed to a 10-station network that will include outlets in Hawaii. The team controls the advertising in the pre- and post-game programs. Among advertisers signed are Anheuser-Busch, Toyota Motor Sales and Dealers, Jack in the Box and Taco Bell.

KFMB(AM) San Diego will carry 192 pre- and regular season games on a 12-station radio network. The station is in the last year of a four-year deal with the Padres. Radio advertisers include Chevron, Coca-Cola, Toyota, Home Federal, Lucky Stores, Chrysler-Plymouth and Farmer's Insurance. The Padres sell the Spanish-language rights to XEXX(AM) Tijuana, Mexico, which keeps the ad avails, and feeds a 17-station network.

The Padres are in the last year of a three-year deal with Cox Cable for pay-per-view coverage, in an arrangement by which the team and Cox split the profits. Winter said that although the Padres continue to make money on the venture, overall revenue has declined steadily since 1984-85. Cox distributes the games to several other systems in the area, giving the Padres a combined reach of 300,000 addressable homes.

◆San Francisco Giants◆

KTVU(TV) Oakland, Calif., returns this year to Giants baseball with a new six-year contract. The station, which holds the broadcast TV rights, is flagship for a five-station network. The Fox-affiliate will air one preseason game and 50 regular season games, 10 more regular season games than last year. According to Brooke Spectorsky, station manager, ad sales are "very healthy, much better than last year at this time." Major advertisers are Toyota and Anheuser-Busch. The first-year announcing team includes Hank Greenwald calling play-by-play and Duane Kuiper and Ron Farley providing color and analysis.

KNBR(AM) San Francisco also has a new six-year contract as radio carrier of Giants baseball. The station, which last year completed its second consecutive five-year contract, will carry 15 preseason games and 162 regular season contests. The station will feed a network of 10 stations. Major advertisers include Anheuser-Busch, Chevron, Nissan, Farmer's Insurance and Northern California Pontiac dealers. The station is running a co-promotion with Nissan whereby a fan will be selected to receive $100 for each run scored by the Giants in a particular inning. Color commentator Ron Fairly returns to the announcing booth along with Hank Greenwald. The station will produce two pre-game shows and two post-game shows, totaling 20 minutes each. The pre-game shows include *The Roger Craig Show* (coach of the Giants), sponsored by Procter & Gamble.

The Giants will offer a 36-game cable package. In addition to the $150 package, the team also offers games to cable subscribers on a pay-per-view basis, for $5.95-$7.95 per game. According to Eva Bustos, director of Giantsvision, Giantsvision totals 73 systems serving about 1.6 million subscribers. Bustos said the cable service is growing at a rate of "about 200,000 subscribers and 10 systems each year." Duane Kuiper and Joe Morgan will handle the announcing chores.

◆Chicago Cubs◆

WGN Continental Broadcasting has been broadcasting Cubs games since 1948. Superstation WGN-TV will carry 152 games, including all 81 home games and four in the preseason. WGN-TV reaches more than 25 million homes nationally on cable systems.

Jake Fendley, the station's director of sports sales, said the games are about 75% sold out. Major sponsors include Anheuser-Busch, Nissan, Buick, *The Chicago Tribune*, Unocal Oil Co., Pepsi-Cola, United Airlines and True Value Hardware. The pregame show, *Leadoff Man*, is sponsored by Chicagoland Chevrolet Dealer Association. The post-game show, *Tenth Inning*, is sponsored by the Chrysler-Plymouth Dealer Association.

Harry Caray, 1989 Ford Frick award winner, will handle play-by-play for six innings, Dewayne Staats will cover play-by-play for three, and Steve Stone will be providing color.

WGN(AM) will broadcast 163 games, including the Cubs-White Sox exhibition game and 12 other preseason games. The Cubs will be broadcast to a network of 83 stations in 16 states. The games are 70% sold out, which, according to the station, "is an about an average Cubs' selling year." Sponsors include G. Heileman Brewing, Marathon Oil Co. and Blue Cross/Blue Shield of Illinois. There is a 30-minute pregame show, *Scouting Report*, which has a magazine format. Staats handles play-by-play for six innings on radio, with Caray covering play-by-play for three innings and Dave Nelson on color.

◆Montreal Expos◆

Labatts Beer begins the fourth year of a five-year contract this season, holding both TV and cable rights for the Montreal Expos. Coverage in bilingual Canada will be split into networks of English and French broadcasts. Handling English radio broadcasts for the Expos is CJAD(AM) Montreal, this year in the first year of a three-year contract with a fourth-year option. The station will air all 162 regular season games, eight preseason contests and the All Star game. French broadcasts will again be heard over CKAC(AM) Montreal. Major advertisers for both stations include Labatts and General Motors. English broadcasts are done by Dave Van Horne, Jerry Trupiano and Bobby Winkles. For the French broadcasts, Jacques Doucets and Rodger Broulette will handle announcing duties.

CTV Television Network affiliate CFCF-TV Montreal will broadcast 40 regular season games this year (19 home and 21 road). CTV Television Network also airs the Toronto Blue Jays. Van Horne, Ken Singleton and Ron Reusch handle the broadcasts for the station.

The Sports Network provides cable coverage of the Expos, reaching close to two million subscribers, said Jim Thompson, vice president and general manager. The network is currently renegotiating its contract, but, said Thompson, plans to show 44 Expos games (four preseason) this year. Next year TSN will go from a "discretionary," or pay, cable service to a basic service and subsequently will air only 25 Expos games. The fewer games, however, will reach more subscribers, he said. Play-by-play coverage for TSN is done by Singleton and Jim Hughson.

◆New York Mets◆

SportsChannel, in the eighth year of a long-term contract extending beyond the year 2000, is still in litigation with the Mets over rights fees. The contract is for both the New York area, where SportsChannel reaches 1.1 million subscribers, and for Florida, where SportsChannel Florida will carry some of the games to its 750,000 subs. This year the cable sports network will carry 75 games, announced by former players Rusty Staub, Ralph Kiner and Fran Healy. Rich Kahn, spokesman for SportsChannel, said time on the games was 88% sold to advertisers including Anheuser-Busch, Toyota, Buick, TWA, Texaco, Metropolitan Life, JeepEagle and Manufacturers Hanover Trust.

With another three years on its contract, WWOR(TV) Secaucus, N.J., this year will air 75 regular season and seven preseason games. Station spokesperson Ellen Morgenstern said the list of stations for a regional Mets broadcast network is "still coming together." Total household ratings for last year's telecasts averaged a 9 rating/21 share, with prime time games averaging a 10.2/20. Advertisers include Anheuser-Busch, and announcers will be Tim McCarver and Steve Zabriskie.

WFAN(AM) New York, in the third year of a four-year contract, will carry 22 preseason and all regular season games. Station General Manager Scott Meier said a network of about 22 stations will also carry the broadcasts, which will be announced by Bob Murphy, Gary Cohen and Howie Rose. Meier said advertising sales are progressing "very well" and include Anheuser-Busch, Chrysler and Crazy Eddie.

♦Philadephia Phillies♦

According to Ray Tipton, executive producer of Phillies Baseball for WTAF-TV Philadelphia, 90 games will be broadcast this season—5 preseason, 85 regular season. Regional cable sports channel Prism will air 40 regular season games (33 home, 7 away). WCAU(AM) plans to air 20 preseason games and all regular season games.

WTAF-TV is in the seventh year of an 11-year arrangement running through 1992. The station retains rights but shares advertising revenue with the team. Principal advertisers will be Anheuser-Busch and First Pennsylvania Bank.

WCAU(AM)'s 11-year contract runs through 1993. The station has had a 23-station network. Chris Witting, vice president and general manager, expects that number to grow this season. Major advertisers include Chevrolet and Anheuser-Busch.

Prism has been showing Phillies games since 1976 and is currently in the fourth year of an eight-year contract. Prism pays a rights fee but the Phillies retain and sell advertising time, some pre-sold to Anheuser-Busch, Blue Cross-Blue Shield and Mister Goodbuys (hardware franchise).

Harry Kalas, Richie Ashburn and Andy Musser handle play-by-play and color commentary for radio, TV and cable. Garry Maddox and Chris Wheeler contribute color for cable.

♦Pittsburgh Pirates♦

"It went great." That is Dean Jordan's assessment of the Pirates' first year as the producer of the team's radio broadcasts. Jordan, director of broadcasting for the second-place NL East finishers, said sales and profits from the broadcasts exceeded expectations.

Prior to last season, the Pirates sold the radio rights each year to KDKA(AM), Group W's clear-channel powerhouse. But, figuring it could earn more and promote the team better, it decided to retain the rights starting with 1989, produce the games and sell the time. KDKA remains the flagship of the team's radio network, carrying the games in the second year of a three-year agreement. The radio network has grown under the team's direction. Last year, the number of stations in the networks jumped from 27 to 40. The Pirates have added at least four more stations for the upcoming season.

Major advertisers for the radio broadcasts include Budweiser, Mellon Bank, Jeep-Eagle, Giant Eagle supermarkets, Sears, Donnelly Directories, Nissan and K Mart.

The Pirates have sold the broadcast television rights to KDKA-TV. In the second year of a two-year agreement, the Group W station will broadcast 48 regular season games (40 away, eight home)—two more than last year—and two preseason games. The station has put together a network comprising six other stations. The contract between the team and that station has an option for a third year, which has to be executed by Sept. 1, according to Jordan.

Judging from advance advertising sales, Hal Whack, general sales manager, KDKA-TV, is anticipating "an excellent year." Preseason sales, he said, have already surpassed sales for the entire 1987 season. Whack attributed the healthy sales to the Pirates' performance and creative cross-promotional activities involving the team, advertisers and the station.

Television advertisers include Anheuser-Busch, Giant Eagle, Bell Atlantic, Equibank, Eat 'N' Park, Sunoco, Chevrolet, McDonald's, Cameron Coca-Cola, Pizza Hut, Pittsburgh Paints, The Appliance Store and the Pennsylvania State Lottery.

The team is in the final year of a three-year agreement with Tele-Communications Inc.'s regional sports service, KBL Entertainment Network. Under the deal, KBL will televise 60 regular season games (33 away and 27 home) and three preseason games, one on April 1 against the Baltimore Orioles from Robert F. Kennedy Memorial Stadium in Washington.

The deal, which has a two-year option clause, is complex, involving TCI's purchasing of large blocks of tickets each year, and is dependent on the teams' on-field performance.

The same four announcers are back from last year to handle the cablecasts and broadcasts: Lanny Fratare, John Sanders, Steve Blass and Jim Rooker.

♦St. Louis Cardinals♦

"The Cardinals are one of the top franchises year in and year out," said Robert Fullstone, vice president and general manager, KPLR-TV, which is celebrating 30 years on the air this spring. The station, in the second year of a three-year contract, will offer 60 games, the majority away, including opening day in New York against the Mets and the home opener.

Leading advertisers on board include Anheuser-Busch, Central Hardware, Schnuck's (a food retailer), Hardee's and True Value Hardware. Fullstone said that ad inventory sales are currently ahead of last year, when it came close to selling out. A network of 32 stations in nine states, "one of the biggest in baseball," he said, will reach an estimated 10.5 million homes, about one million more than last year, according to Dan Cohen, KPLR-TV research director. Game announcers will be former Cardinal pitcher Al Hrabosky and Ken Wilson. Although the station does no actual pre- or post-game shows, *The Whitey Herzog Show* will air each Sunday night at 9:30 p.m. and feature the former manager analyzing the week's baseball events. On the air now is the *Hot Stove League*, a baseball discussion program.

At this year's Association of Independent Television Stations convention, according to Fullstone, KPLR-TV received honorable mention for its Cardinals sales kit and on-air promo spots, and won the outdoor display category for its inflatable bat and ball.

KMOX(AM), the flagship station of a 130-station network, plans to cover all 162 regular season games as well as preseason activity, according to General Manager Robert Hyland. The station, which has been covering the games for "at least the last quarter century," has three years to go on its current contract.

Advertisers include Anheuser-Busch, Chevrolet, Schnuck's, Missouri Lottery, Marco Sales, Car Quest and United Van Lines. Hyland reports that all pre- and post-game shows, along with 80% of the "in-game" inventory, have been sold. Pre- and post-game coverage will be handled by former Cardinals pitcher Bob Gibson, as well as by game announcers Jack Buck and Mike Shannon. Ballpark promotional efforts have been planned with the team.

Cencom Cable Associates will program 50 home games on the Cardinals Cable Network, which is entering its fourth year carrying the team, beginning April 16 against the Mets. The games will reach 300,000 cable homes via seven affiliate cable systems in the metropolitan St. Louis area, according to John Clark, Cencom's vice president, marketing and programing. Clark also expects 3,000 individual cable homes to take advantage of pay per view, in addition to 12,000 full-season package subscribers. Cencom is in the second year of its second contract, with an option for a third year in 1990. Leading advertisers are Schnuck's and local GMC dealers, and Clark expects to repeat last year's ad inventory sellout. Cencom will have pre- and post-game shows. ■

Florida in Orlando in May 1990.

The Nickelodeon facilities will consist of two sound stages, approximately 16,500 square feet with audience seating for more than 250 people, and a children's interactive play area. Most of the network's programing will be produced at the new studios, including *Super Sloppy Double Dare, Think Fast, Kid's Court* and a weekend variety show. Other shows will be announced shortly.

Universal Studios Florida is a joint venture of MCA Inc. and Cineplex Odeon Corp. Nickelodeon and Nick at Nite are registered trademarks of MTV Networks, a division of Viacom International.

Opinion poll

Marquest Research, which said it interviewed senior executives at 17 of the top 25 MSO's, has found only lukewarm support for CNBC. It said eight of the 17 planned minimal or no carriage, four plan moderate carriage and three say they would offer broad carriage. Marquest said the data were similar to findings on the same question asked last June and September.

There was greater pleasure expressed over the Cablevision-NBC deal to put a number of 1992 Olympic events on PPV. Marquest said 13 of the 17 interviewed were pleased with the plans. But Marquest said that while there was widespread support for the PPV venture, "the few dissenters felt strongly that it would be a mistake."

Of 10 established cable networks, the survey identified Arts & Entertainment, USA and FNN as improving their programing the most over the past year, Marquest said.

CTAM reorganization

The Cable Television Administrative & Marketing Society's mid-Atlantic chapter has announced its reorganization into four chapters: New York, Philadelphia, Washington/Baltimore and Boston. The last will be formed later this spring.

The four chapters will be overseen by the Northeast Regional Board of Directors, whose president is Bob Townsend, vice president, marketing, NYT Cable. The NRBD will oversee CTAM involvement at regional shows and conferences and coordinate production of national CTAM programs such as the general manager achievement series. Each chapter will also have its own board.

The Washington/Baltimore chapter held its first official meeting last week, which was attended by more than 160 people. Sam Street, president of United Cable in Baltimore, is chapter president. The chapter is one of 11 overall that CTAM plans to have active by year's end.

Go west

The Weather Channel will begin offering 30 minutes per hour of weather reports specific to the West Coast between 7:57 p.m. and 10:57 p.m. each evening beginning today (Feb. 20). The programing will be a part of the Weather Channel's national feed. The West Coast reports will be divided into three regions, Southern California, Northern California and Oregon/Washington. The local forecasts for each region will include an on-camera meteorologist, live radar updates and forecasts.

Sub status

Nielsen has released a coverage report ending Jan. 22, 1989, which lists the subscriber numbers for all the basic cable services it meters. The figures below are derived from multiplying the percentage reach figures Nielsen released by the 90.4 million U.S. television households.

Service	Subscribers (millions)
ESPN	50.2
CNN	49.6
WTBS(TV)	48.3
USA	46.8
MTV	44.8
Nickelodeon	44.1
Nashville Network	43.8
CBN Family Network	42.2
Lifetime	42.1
Nick at Nite	40.7
Discovery	38.7
Weather Channel	37.6
A&E (night)	37.1
CNN Headline News	35.3
A&E (day)	33.0
Financial News Network	32.3
VH-1	30.3
BET	21.5

Babar on HBO

HBO will debut a 13-part series based on the children's storybook character, Babar, beginning Sunday, April 2, at 8 p.m. The series recounts the adventures of King Babar, Queen Celeste and their subjects and is based on the 28 books written by Jean and Laurent de Brunhoff, plus several new tales.

Graduated level

Mind Extension University has added a master's degree in business administration to its list of college-level coursework, Jones International, coporate parent of MEU announced. Cable subscribers can take college-level courses through the service, affiliated with Colorado State University. MEU reaches four million cable subscribers. The MBA program will begun this fall.

Political education

The Learning Channel will air an interview with Vice President Dan Quayle as part of its *What I've Learned* interview program. The Quayle interview, in which he discusses SDI, the "You're no Jack Kennedy" quip from the 1988 campaign and how vice presidential life has changed his family, is set to be carried on March 19 at 9:30 p.m. ET.

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The Fifth Estate

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Broadcasting Mar 13

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SKI ACQ
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Vol. 116 No. 11

Broadcasting Mar 13

Big!... Time Inc. and Warner Communications Inc.'s agreement to swap stock and merge into what would be world's largest media and entertainment company, fuels speculation about deals to come and reaction from across Fifth Estate. **PAGE 27.**

Time Inc.

WARNER COMMUNICATIONS

DBS: Over there, but not here... Although satellite broadcasting has begun to make its mark in Europe and Japan, it is still struggling to gain U.S. foothold. BROADCASTING's special report on direct broadcast satellite begins on **PAGE 42.**

Taking the lead on HDTV... President Bush assigns high-definition television priority status, commerce secretary tells House hearing. **PAGE 33.**

35/**FIGHTING EROSION**

Group W looks to its new show, *This Evening*, to regain access strength.

THIS EVENING

41/**NONCOMMERCIAL FILM COUP**

Academy Award-nominated "Stand and Deliver" is latest in number of theatrical film releases skipping usual pay cable first window to air on Public Broadcasting Service.

45/**REVIEWING CAMPAIGN**

Participants of Center for Communications-sponsored seminar in New York debate role of press in 1988 presidential campaign.

46/**NEW FROM NEWS CORP.**

Rupert Murdoch's new venture, Media Partners International, will be structured to expand media interests and to help reduce parent company News Corp.'s debt.

49/**RISING PHOENIX**

New York media conglomerate, Hearst Corp., acquires Phoenix Entertainment with plans to produce shows for networks, cable and first-run syndication.

51/**PENNEY INVESTMENT**

J.C. Penney Co. acquires full control of Shop Television Network cable service, which it will use to sell Penney brands.

52/**FCC FURLOUGH?**

Commission may shut down for three-and-half days by end of FY '89 (October) unless it receives $1.4 million supplemental funding it is seeking.

58/**COUNTRY COOL**

Country Radio Broadcasters meet in Nashville for 20th Annual Country Radio Seminar, where some say country music format has grown to point that it needs to subdivide.

COUNTRY RADIO SEMINAR
20 Platinum Anniversary
GROWTH THROUGH SHARING SINCE 1970

54/**REDUCING FOREIGN INTERESTS**

House Telecommunications Subcommittee Chairman Ed Markey says he will introduce legislation prohibiting foreign ownership of U.S. cable systems.

56/**GONE TO BAT**

CBS Radio signs four-year contract with Major League Baseball valued at about $50 million.

61/**RE-REGULATION DEBATE**

Hearing in New York focuses on issues of pricing and service since cable industry was deregulated, with some participants calling for consumer protection from cable "monopoly."

65/**NAB PREVIEW**

As Fifth Estate prepares for NAB convention, BROADCASTING looks at various technological offerings slated for display. This week: transmitters.

87/**INTERNATIONAL CONNECTION**

Donald Wear, formerly CBS's Washington vice president, now oversees network's international business, its link to burgeoning world TV industry.

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comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Direct Broadcast Satellites

Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together business system, including consumer equipment manufacturers, programers and cable operators, latter as likely retailers to home market.

HBO parent company, Time Inc., in last quarter of 1988, wrote down value of HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by $35 million—third of original value. HBO already provides Ku-band feeds of its programing via Satcom K-1. K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "timeframe." It believes 200-watt DBS birds will enable reception of video programing by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ House Telecommunications Subcommittee heard from government and industry witnesses at hearings last week (see "Top of the Week"). Commerce Secretary Robert Mosbacher told lawmakers he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

Major difference of opinion exists between Electronics Industries Association, which emphasized reduction of federal deficit to increase U.S. competitiveness in electronics, and American Electronics Association, which called for federal funding of U.S. electronics industry to develop American HDTV manufacturing.

Opinion was split in comments to NTIA over whether U.S. government should continue to support establishment of 1,125/60 HDTV production system as worldwide standard. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Over 80 proposals for grants were received by Feb. 27 deadline, including proposals from Zenith, Sony and North American Philips.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

International

■ Phone company US West has made joint bid for Hong Kong cable system, franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups. Government decision is expected this summer.

West German TV industry made news at February Monte Carlo TV market, first with signing of MCA TV International's largest sin-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,934	265	5,199
Commercial FM	4,167	653	4,820
Educational FM	1,378	256	1,634
■ Total Radio	10,479	1,174	11,653
FM translators	1,676	410	2,086
Commercial VHF TV	545	22	567
Commercial UHF TV	515	233	748
Educational VHF TV	120	6	126
Educational UHF TV	217	29	246
■ Total TV	1,397	290	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	466	1,434	[illegible]
VHF translators	2,721	116	2,837
UHF translators	2,106	437	2,543

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed servi [3] Studio-transmitter link.

Errata

Feb. 13 item in "For the Record" incorrectly listed call sign grant of KTRO-FM to Gee Jay Broadcasting's New FM in **Tri-City, Ore. Call sign granted was KTRO-FM.**

□

In March 6 story on Tele-Communications Inc. review of **pay per view, Eidak test in Milwaukee was on Viacom,** not Warner, cable system.

March 21—"Directing Live Sports," second in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

March 21—*Cabletelevision Advertising Bureau* sales orientation seminar. CAB offices, New York. Information: (212) 751-7770.

March 21-23—*Satellite Broadcasting and Communications Association STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. Park Lane hotel, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 22—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speakers: Phil Beuth, VP, early morning, Capcities/ABC, and Jack Reilly, executive producer, ABC's *Good Morning America*. Topic: Update on early morning television. Copacabana, New York. Information: (212) 765-2450.

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March 22—Second annual *Women in Cable (New York chapter)* "career day." Viacom conference center, New York. Information: (212) 889-4670.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 23—*MTV Networks'* local advertising sales workshop, open to cable systems, interconnects, ad sales/marketing management and account executives. Crystal City Marriott, Arlington, Va. Information: Elizabeth Miropol, (212) 944-4754.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

March 28—"Directing Talk Shows," third in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

March 29—*New Jersey Broadcasters Association* annual managers conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

March 29—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Winston (Tony) Cox, chairman-CEO, Showtime, on "Cable Month." Copacabana, New York. Information: (212) 765-2450.

March 29—"Upfront '89," syndication conference, featuring new fall first-run programing, sponsored by *Advertiser Syndicated Television Association* and *Ad Age*. New York Hilton, New York. Information: 1-800-233-3435.

March 29-30—*Illinois Broadcasters Association* spring convention. Ramada, Springfield, Va.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

March 31—Deadline for entries in eighth International Radio Festival of New York, honoring "best radio programs, programing formats and on-air personalities in the U.S. market and overseas." Information: (914) 238-4481; fax: (914) 238-5040.

March 31—Deadline for applications to *Gannett Center for Media Studies* leadership institute, for "administrators and aspiring administrators in journalism or mass communications education." Information: Shirley Gazsi, (212) 280-8392.

March 31-April 1—*California-Nevada AP Television and Radio Association* convention. Monterey Sheraton, Monterey, Calif. Information: (213) 746-1200.

March 31-April 2—"Economic Growth and the Quality of Life," conference for journalists cosponsored by *Foundation for American Communications* and *Gannett Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

April

■ **April 2-5**—*Association of National Advertisers* business-to-business marketing conference. Biltmore, Coral Gables, Fla.

April 3-5—*Central Educational Network* annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—"Directing Daytime Dramas," last in four-

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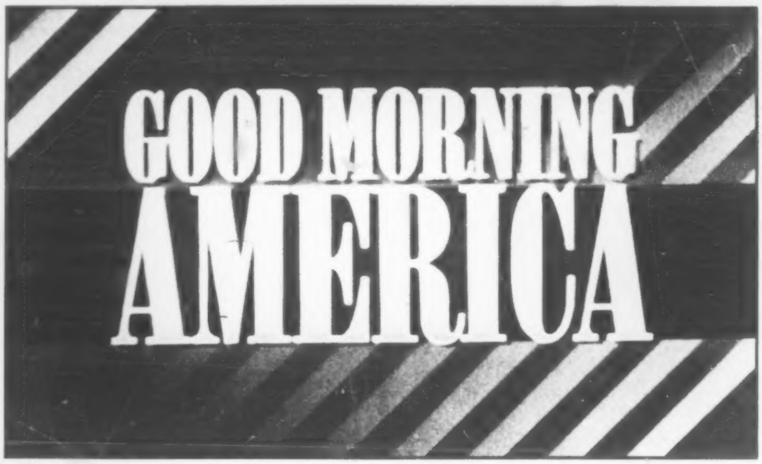

New look. Today (March 13) marks the start of a new graphic on-air look (including logo, opening animation, graphics and new theme music) for ABC's *Good Morning, America*. Six months in development, the new image is designed to project a "cleaner, warmer, and more contemporary look," explained Jack Reilly, executive producer, GMA. The design was created by Marks Communications, Los Angeles. The new theme music was arranged by Frank Gari Productions, also of Los Angeles.

trying to create a magazine reality-based show that has greater depth than some other magazine programs, with stories that touch the heart, people challenging their world, as well as stories from the front pages of newspapers." Among those stories: a follow up to a *Penthouse* magazine story on the sex life of preacher Jimmy Swaggart; a story on Elizabeth Taylor's weight and drug problems, and a story on gigolos.

Such stories prompted one observer to suggest that former Group W Broadcasting chairman, the late Don McGannon, "must be turning over in his grave." Tom Goodgame, president of the company's owned stations division, responded to that: "On some days you would think we were tabloid. I've said to myself: 'Why are we doing that? That is not us.' "

According to Goodgame, the national program was launched "in order to protect the franchise. It's a huge problem trying to keep it alive," although he added that those who have been willing to invest the necessary resources locally have benefited the most. Meginnis, who used to produce the program at WBTV, agreed, noting that the program continues to win its access time period in Charlotte.

"There is a definite dichotomy here," said Goodgame. "We're trying to produce a national show for some, versus a local show for others. There has been a sea change in what the show is and I'm not sure we are where we want to be [yet]."

According to Richard Kurlander, vice president, Petry Television, if Group W had moved sooner to keep the show contemporary, it would now be in position to continue to set the pace in access instead of trying to catch up. "It was the one program that fulfilled the promise of the prime time access rule," which prohibits top-50 market affiliates from using network or off-network entertainment programing between 7 p.m. and 8 p.m., said Kurlander. "It provided the best of both local and syndication programing."

Kurlander said that *Evening/P.M.* had an edge early on because it took advantage of then state-of-the-art technology—the minicam. Part of the show's success was its ability to intrigue viewers each night with

Week 24: CBS, ABC tie for second; CBS wins news

NBC won the prime time week (ended March 5) with a 16.0 rating and a 25.7 share. ABC and CBS tied for second place with a 12.6 rating. The share difference for the latter two networks was a slim 0.2 points, with CBS's 12.6/20.4 just ahead of ABC's 12.6/20.2.

Combined, the three networks delivered a 41.2 rating, which translates to 37.2 million households. Last year for week 24, the big three delivered a combined 44.1 rating, or 39.1 million households. This year's week 24 share was a 66.3, down from last season's 71.0 share for the same period.

In the evening news race for week 24, CBS came out the winner with an 11.5/20 over ABC's 11.2/20 and NBC's 10.5/19. Last season, the news numbers for the same period were CBS 11.3/21, ABC 11.2/20 and NBC 9.6/17.

■ In the Arbitron markets, ABC's *Roseanne* wound up in first place in six of the 14 metered markets. NBC's *Cosby Show* took first place in four markets. *Cheers* (also NBC) came out on top in two markets, Boston and San Francisco. NBC's *Golden Girls* was first in New York, while ABC's *Who's the Boss?* was first in Dallas.

■ In other time periods for week 24, NBC's *Today Show* won the early morning race with a 4.6/21 over ABC's *Good Morning America*, which had a 4.2/18. CBS's *This Morning* posted a 2.6/12. CBS won the daytime race with a 6.0/22 over ABC's 5.5/19 and NBC's 4.3/16.

	Nielsen	Net	Show
1	26.2/41	N	Cosby Show
2	25.0/39	N	Different World
3	24.8/36	A	Roseanne
4	24.3/37	N	Cheers
5	23.2/39	N	Golden Girls
6	23.0/36	C	60 Minutes
7	21.6/33	A	Who's the Boss?
8	20.6/30	A	Wonder Years
9	19.8/34	N	Empty Nest
10	19.5/30	N	Dear John
11	19.1/29	A	Coach special
12	19.0/28	N	Matlock
13	18.5/29	N	Night Court
14	18.5/29	N	Unsolved Mysteries
15	17.9/31	N	Amen
16	17.6/28	A	Growing Pains
17	17.6/26	N	ALF
18	17.5/27	A	ABC Monday Movie
19	17.3/27	A	Head of the Class
20	17.3/25	N	Hogan Family
21	17.2/30	C	Knots Landing
22	16.8/25	N	Family Ties
23	16.0/24	N	Day by Day
24	15.8/25	N	My Two Dads
25	15.7/26	N	NBC Sunday Movie
26	15.6/26	C	Dallas
27	15.3/29	N	Unsub special
28	15.3/27	N	227
29	15.2/24	C	CBS Sunday Movie
30	15.1/24	A	Full House
31	15.0/22	A	MacGyver
32	14.8/24	C	David Copperfield special
33	14.7/25	N	L.A. Law
34	14.6/22	C	Designing Women
35	14.5/24	A	Perfect Strangers
36	14.4/22	N	NBC Tuesday Movie
37	14.3/22	C	Miss USA Beauty Pageant
38	14.3/21	C	Murphy Brown
39	14.3/22	N	NBC Monday Movie
40	14.2/25	A	20/20
41	14.0/25	N	Nightingales
42	13.8/23	A	Mr. Belvedere
43	13.4/21	A	ABC Sunday Movie
44	13.1/22	A	Just the Ten of Us
45	13.0/20	A	Coach
46	13.0/21	A	thirtysomething
47	12.8/20	C	Newhart
48	12.8/19	C	What's Alan Watching?
49	12.2/20	N	Father Dowling Mysteries
50	11.9/19	N	Magical World of Disney
51	11.8/19	A	Hooperman
52	11.8/21	C	Falcon Crest
53	11.6/20	C	Kate and Allie
54	11.4/17	F	Married With Children
55	11.4/20	N	Hunter special
56	11.2/20	C	Wiseguy
57	10.8/16	F	America's Most Wanted
58	10.7/19	A	China Beach
59	10.6/17	C	48 Hours
60	10.4/16	C	Paradise
61	10.0/15	A	Dynasty
62	10.0/16	N	Miami Vice
63	9.8/16	C	Equalizer
64	9.3/16	A	Man Called Hawk
65	9.0/14	C	Hard Time on Planet Earth
66	8.7/15	A	Mission: Impossible
67	8.4/16	C	West 57th
68	7.9/12	A	Debbie Allen special
69	7.8/12	C	Best Catches
70	7.3/12	A	Great Circuses of the World
71	7.3/13	C	Dolphin Cove
72	7.1/11	F	21 Jump Street
73	6.9/13	A	Murphy's Law
74	6.2/9	F	Garry Shandling's Show
75	6.1/10	C	TV 101
76	5.8/10	A	Heartbeat
77	5.0/9	F	Reporters
78	4.9/8	F	Tracey Ullman Show
79	4.7/7	A	Fine Romance
80	4.1/7	F	Duet
81	3.5/6	F	Beyond Tomorrow

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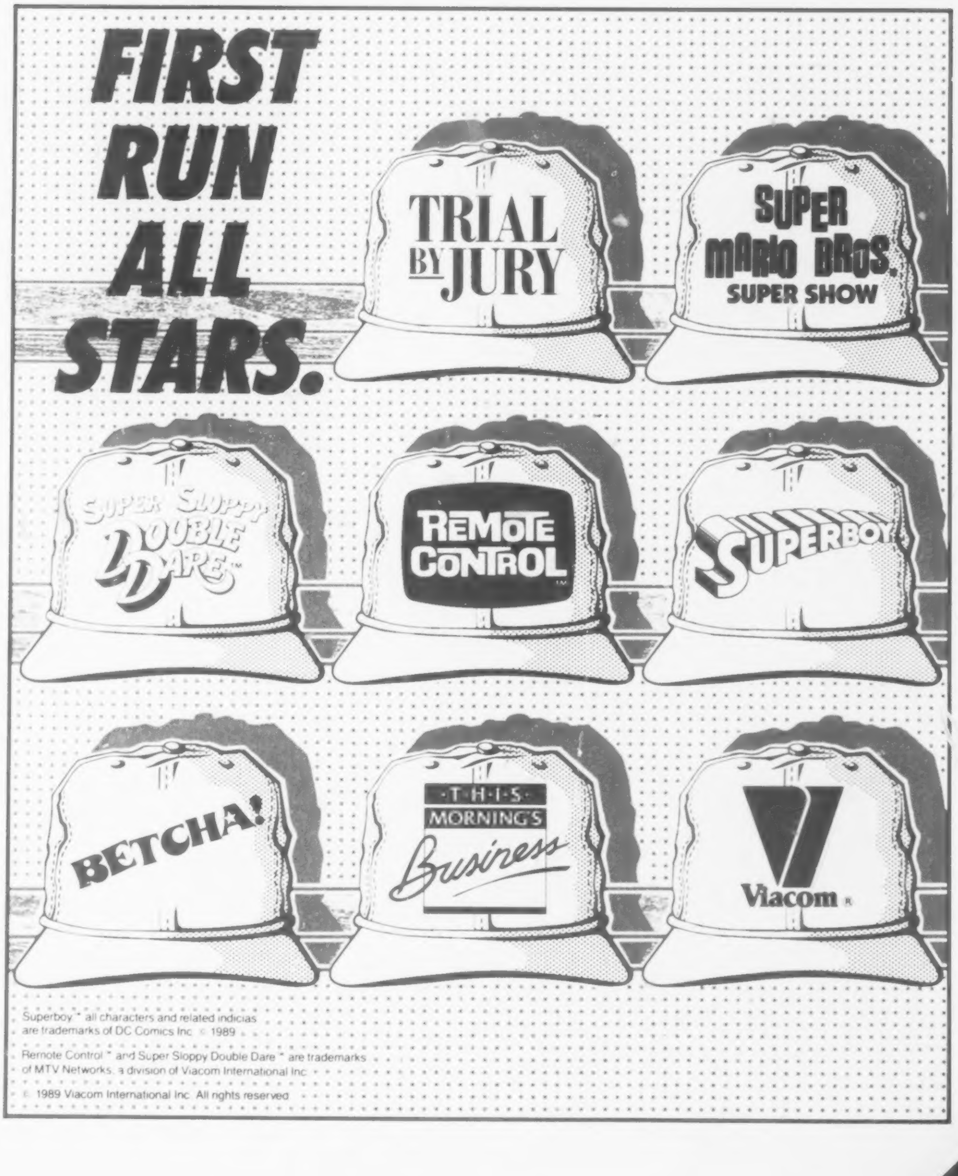
C1750-1
3/22/89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 20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Broadcasting Mar 20

Vol. 116 No. 12

Patrick: For the record...

Dennis Patrick adds repeal of telephone price caps to his regulatory credits as chairman of FCC. **PAGE 27.**

Examining Knight-Ridder sales...

Industry analysts, station buyers and sellers assess effects of biggest station transaction of 1989. Most agree television affiliate market has softened. **PAGE 27.**

Selling the Fifth Estate...

BROADCASTING's special report looks at station representatives—those charged with selling radio and television in increasingly competitive marketplace—and examines, among other subjects, unwired networks, consolidation and computerization. **PAGE 41.**

29/*ONE THAT GOT AWAY*

International broadcasters conclude worldwide HDTV production standard is no longer realistic near-term possibility.

30/*TIME-WARNER REVIEW*

Impending union of Time Inc and Warner Communications gets tentative approval from House subcommittee.

31/*EXCLUSIVITY*

Showtime Networks Inc. makes exclusive deal worth more than $500 million with Walt Disney Studios for motion picture product from Disney subsidiaries Touchstone and Hollywood Pictures.

31/*MONDAY*

Leading contenders for Fox Broadcasting Co.'s Monday night of prime time programing include two new comedy series and hour-long series based on Francis Ford Coppola's movie "The Outsiders."

64/*ATTENTION GETTERS*

Some radio stations find that hiring newsmakers as on-air hosts spells sales boost for stations.

66/*BRITISH REVIEW*

Great Britain's commercial television companies weigh in strongly against government's proposed auctioning of regional franchises.

67/*FAIRNESS BACK IN SENATE*

Legislation codifying fairness doctrine appears headed for approval by Senate.

71/*ON THE BACK BURNER*

National League of Cities decides not to put priority on cable issues, focusing instead on such issues as taxes, clean air legislation and housing.

74/*EQUIPMENT TALLY*

National Association of Broadcasters survey finds high interest in HDTV and compact disks among television and radio chief engineers.

61/*CNBC: AT THE GATE*

NBC's 24-hour-a-day Consumer News and Business Channel will debut April 17 on 11 of top 15 MSO's.

CNBC's Michael Eskridge

76/*SATELLITE SPOTLIGHT*

Satellites are focus of this week's look ahead at technological offerings on display at National Association of Broadcasters convention in Las Vegas April 29-May 2.

96/*'OUTDATED REGULATION'*

FCC votes to eliminate 44-year-old rule limiting term of network-station affiliation agreements to two years.

95/*TVRO PEACEMAKER*

As president of Satellite Broadcasting and Communications Association, Chuck Hewitt puts forth interests of backyard dish owners while helping diverse competitors find common ground.

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sory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

- Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning small receiving dishes. Proponents say Ku-band DBS is 10 times more powerful than average C-band birds and will enable reception of video programing via affordable downlinks one-tenth size of average C-band dishes, thereby expanding C-band home satellite market well beyond current two million. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. satellites, and Tele-Communications Inc., through subsidiary, Tempo Enterprises, are among applicants. Already holding permit to provide 32-channel service via two co-located birds, Hughes, which proposes 1992 launch, is considered most viable.

Comments filed in January and February on FCC's proposed requirement that permittees be assigned pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum, were split. Proponents of 32-channel services from single slot said pairing would double costs to operator and consumer, as well as reduce channel offerings. Other applicants already proposing paired east-west birds requested preference on positions. And others proposed 16-channel-per-slot limit.

FCC staff say that once pairing issue is settled, not for "several months," round of assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

Value of medium power HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, was 'written down' $35 million by HBO parent company, Time Inc., in last quarter of 1988—third of original value. HBO already provides Ku-band feeds of its pro-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,934	265	5,199
Commercial FM	4,167	653	4,820
Educational FM	1,378	256	1,634
■ Total Radio	[illegible]	[illegible]	[illegible]
FM translators	1,676	410	2,086
Commercial VHF TV	545	22	567
Commercial UHF TV	515	233	748
Educational VHF TV	120	6	126
Educational UHF TV	217	29	246
■ Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	[illegible]	[illegible]	[illegible]
VHF translators	2,721	116	2,837
UHF translators	2,106	437	2,543

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

■ **March 30-April 1**—*National Federation of Local Cable Programers, Central States region,* spring conference. Kellogg Center, Michigan State University, East Lansing, Mich. Information: (517) 355-2300.

March 31—Deadline for entries in eighth International Radio Festival of New York, honoring "best radio programs, programing formats and on-air personalities in the U.S. market and overseas." Information: (914) 238-4481; fax, (914) 238-5040.

March 31—Deadline for applications to *Gannett Center for Media Studies* leadership institute, for "administrators and aspiring administrators in journalism or mass communications education." Information: Shirley Gazsi, (212) 280-8392.

March 31-April 1—*California-Nevada AP Television and Radio Association* convention. Monterey Sheraton, Monterey, Calif. Information: (213) 746-1200.

■ **March 31-April 1**—*Radio-Television News Directors Association* regional conference. Lawrence, Kan. Information: (202) 659-6510.

■ **March 31-April 1**—*Radio-Television News Directors Association* regional conference. New Orleans. Information: (202) 659-6510.

■ **March 31-April 1**—*Broadcast Education Association* Southwest regional meeting. Sheraton Park Central hotel, Dallas. Information: Bob Eubanks (409) 294-1340.

March 31-April 2—"Economic Growth and the Quality of Life," conference for journalists cosponsored by *Foundation for American Communications* and *Gannett Foundation.* Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

April

April 2-5—*Association of National Advertisers* business-to-business marketing conference. Biltmore, Coral Gables, Fla.

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■ **April 3**—"How C-SPAN Has Changed Congress," panel discussion and luncheon celebrating 10th anniversary of C-SPAN and National Cable Month, sponsored by *National Academy of Cable Programing.* National Press Club, Washington. Information: Lisa Taylor, (202) 775-3611.

April 3-5—*Central Educational Network* annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—"Directing Daytime Dramas," last in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America.* Museum, New York. Information: (212) 752-7684.

■ **April 5**—"Cable: Bringing More Baseball to Viewers," luncheon panel, during National Cable Month, focusing on new deals for baseball on television, sponsored by *National Academy of Cable Programing.* Fairmont hotel, Chicago. Information: Lisa Taylor, (202) 775-3611.

April 5—Presentation of *Scripps Howard Foundation* national journalism awards. Cincinnati. Information: (513) 977-3825.

April 5—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Robert Lipsyte, host, *The Eleventh Hour,* on WNET-TV New York. Copacabana, New York. Information: (212) 765-2450.

April 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 5-9—*National Association of Black Owned Broadcasters* 13th annual spring broadcast management conference. Saddlebrook Resort, Tampa, Fla. Information: Ava Sanders, (202) 463-8970.

April 6—Matrix Awards luncheon of *New York Women in Communications.* Waldorf-Astoria, New York. Information: (212) 532-3669.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 6-7—Sixth annual minority career workshop, sponsored by *International Radio and Television Society* and *IRT Foundation.* Viacom conference center, New York. Information: (212) 867-6650.

April 6-7—"Cable Television Law: Dealing with the New Challenges," seminar sponsored by *Practising Law Institute.* Hyatt Regency, San Francisco. Information: (212) 765-5700.

April 6-8—*New Mexico Broadcasters Association* annual convention. Marriott hotel, Albuquerque, N.M.

■ **April 7-8**—*Broadcast Education Association* East Coast meeting. Baltimore. Information: Frank Holston, (301) 396-7980.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations.* Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-11—*Virginia Cable Television Association* 23rd annual convention. Wintergreen, Va. Information: (804) 780-1776.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Luncheon speaker: Howard Stringer, president, CBS/Broadcast Group. Loews Anatole, Dallas. Information: (312) 296-0200.

April 9-12—*Cabletelevision Advertising Bureau* eighth annual conference. Theme: "Cable: Making Television Better Than Ever." Waldorf-Astoria, New York. Information: (212) 751-7770.

April 10—Presentation of Sports Emmy Awards, sponsored by *National Academy of Television Arts and Sciences* (to be telecast April 15). Sheraton Center, New York.

April 10—"Women, Men and Media," conference sponsored by *Gannett Foundation* and *University of Southern California.* National Press Club, Washington. Information: Mindi Keirnan, (800) 368-3553.

April 10-12—*Association of National Advertisers* media strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

■ **April 12**—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Marc Lustgarten, president, CEO, Rainbow Program Enterprises. Copacabana, New York. Information: (212) 765-2450.

April 12-14—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

■ **April 12-14**—*Indiana Broadcasters Association* spring conference. Carlton Lodge, Merrillville, Ind.

April 13-16—"High Standards," *American Medical Association* health reporting conference. Sheraton Boston hotel, Boston. Information: (312) 645-5102.

April 14-15—Reunion of former employes of WTBC and WUOA, from 1946 to 1984, in connection with *University of Alabama.* Information: Ed Mullins, (205) 348-5520.

April 15—12th annual Great Lakes Radio Conference. *Central Michigan University,* Mount Pleasant, Mich. Information: David Schock, (517) 774-7277.

April 15—KCSM-FM-TV San Mateo (San Francisco Bay area)"alumni reunion." Information: Nancy Eddy, (415) 883-0174 or P.O. Box 961, Novat, Calif. 94948.

April 17-19—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

April 18—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, Newsday. Marriott hotel, Washington.

■ **April 19-22**—Seventh annual National Hispanic Media Conference, hosted by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications.* Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

Errata

March 6 Major League Baseball "Special Report" failed to note **local TV originator of 21 regular season Oakland Athletics games, KICU-TV San Jose, Calif.** Going into last season of two-year contract with team, said station's VP-general manager, John Davison, "advertisers are knocking on our door and the season inventory is virtually sold out, thanks to the phenomenal success of the team last year"—so phenomenal that station ran five-hour Bash-a-thon highlights show at season's end. Advertisers include Shasta beverages, Jack-in-the-Box, Foster Farm foods and Levitz furniture. Flagship for nine-station network, KICU TV aired two preseason games from Arizona on March 11 and 12 and will air pre- and post-game shows through season, hosted by sports director John **tk spelling** Schrader, who will occasionally join A's network announcers, Monte Moore and Ray Fosse, in booth.

REPS

Selling the medium. That is what station representatives, both TV and radio, continue to do in a more competitive marketplace than ever before. As the following stories tell, the reps are trying new techniques to meet their charge and survive the battle for national and regional advertising dollars. What follows is an analysis of their efforts, as well as observations by the station representatives themselves and those with whom they do business. Of topics there are plenty, including unwired networks, consolidation, advertising taxes, corporate marketing and computerization. In side-by-side comparison, the industry's major participants are profiled.

R • E • P • S

Television station representatives are finding themselves between rocks and hard places. After the boom years that lasted from the mid-1970's through the early 1980's, growth has slowed to disappointing single digits. Some marketing dollars have shifted into promotions and out of media. Among the remainder, spot share of the pie is getting sliced into smaller pieces as barter syndication and cable advertising continue to grow, and networks slice up their inventory into 15-second servings. They feel pressure on one side from advertisers relentlessly in pursuit of efficiencies. Independent reps in particular feel pressure from stations seeking more attention and services at lower commission rates. For various reasons, their cost of doing business has increased and shows no sign of decreasing, and so the reps are treading on the narrow line between revenue and costs.

The growing difficulties of the business have taken their toll. Steve Herson, vice president and director of operations at TeleRep, says that when he started in the business in 1971, there were 27 national television reps at work. Today, 13 national rep firms pay dues to the Television Bureau of Advertising. And insiders suspect that number will drop.

But faced with a grim set of statistics, the reps, both independent and in-house, are doing what any salesperson would do: selling his or her way out of a problem. No rep has a shred of doubt about the intrinsic value of spot television and his or her ability to survive through these lean times.

"We still represent the finest way to reach your target audience that's ever been devised, and I think that we're going to be around for a long time to come," said Petry President David Allen. Rather than confining their sales expertise to time negotiation, the reps are mining for new business in vendor support and promotion. To develop new sales, they've increased their internal marketing staffs, hired consultants, and increased their commitment to the national arm of the TVB.

And beyond the growth groomed from commissions on increased sales, reps are seeking increased revenue from other sources. While one rep firm has considered charging stations for research services, at least one other firm has attempted to make a profit center out of services previously offered free to its stations. That same firm, Seltel, is expanding into representation of foreign television. Group W Television Sales continues to sell public service programing vehicles, mostly on a for-profit basis. The owners of Adam Young have expanded their station holdings.

Spot TV advertising

1965	**$0.9 million**
1970	**$1.2 million**
1975	**$1.6 million**
1980	**$3.2 million**
1983	**$4.8 million**
1984	**$5.5 million**
1985	**$6.0 million**
1986	**$6.6 million**
1987	**$6.8 million**
1988	**$7.1 million**

In the early 1970's, 75%-80% of his business, Herson said, was out of two offices: New York and Chicago. But as advertising began to regionalize, the national reps felt compelled to add offices.

When Herson started out, the flow of information a rep handled was relatively slow and small: no one had computers, there were fewer sweeps and no overnights. But as agencies began to computerize, so did the reps.

Something else that changed the business was the increased complication of the programing market. As time passed, stations needed more research, and reps had to add programing staffs in their development from sales agents to "full-service" reps.

Programing research and recommendation is "one of the key services that a rep firm in the 80's is offering that back in the 70's really wasn't looked for from the rep firm. That's been a big transition," said Jack Oken, president of MMT.

"If somebody told me in 1978 that the MMT cost of operations in 1988 was going to be what it was, I'd tell him to take the funny cigarette out of his mouth—that there was no way that we would be spending that amount of money to run a rep company," said MMT Chairman Gary Scollard. Because of everything from training programs to research staffs, agreed Petry Executive Vice President Harry Stecker, the cost per sale today "is far more expensive than it's ever been."

Because of the investment required to add offices, keep up with technological growth and add other personnel, one couldn't stay in business without a substantial client list, Herson says. "The economics were against the smaller rep firms and against, really, the owned and operateds," such as Metromedia, RKO and Storer, MMT's Scollard said. Because of their estimates of the returns they would make, many in-house rep firms "didn't want to take the leap into the number of offices and the support services that it would require to become a full-fledged, if you would, rep firm," Scollard said. Currently five in-house rep firms survive: Capital Cities/ABC, CBS, NBC, Group W and Univision.

The new way of business, especially the reliance on a growing amount of electronic data, has brought new problems, according to the reps. "It's a sad state of affairs," said Seltel President Raymond Johns. "The vast majority of advertisers are totally geared into one thing: that's efficiency. They have really lost context of what they're trying to accomplish with their client, and that is to move product." He adds: "By having this great demand on cost-per-point and efficiencies, they've forced the price and the value down on the spot marketplace."

And if all that isn't enough, reps have accepted lower and lower commissions to hold onto stations or pull them away from other companies. "The reps are offering more services today than they ever have, yet the commissions have not really gone up," Johns said, estimating that industry-wide, commissions are below 10%. Although commissions have gone down in the past five years, Allen said, he thinks that they have stabilized.

Several reps said that operating margins were lower over the past few years, with Johns saying that they have gone from double-digits to single digits over the past five years.

Meanwhile, the supply-demand equation that rules the spot business has shifted some. "That's really all this business is—supply and demand," Herson said. Demand is static, "and supply—every time you turn around, there's more inventory," he said. In the past five years, Herson pointed to new stations on the air (each independent, estimates Scollard, adds 3,500 units to a market); the growth of 15-second commercials on network television; the growth of barter advertising to a billion dollar-per-year business, and the similar growth of cable advertising.

What the reps are waiting for is for advertising demand to catch up with supply. "There obviously has to be a period where [the new inventory] is absorbed," Herson said. "I'm just not sure we're at the end of the absorption period yet. It's going to be more time before the demand catches up with the supply." Said John Watkins, president of Capital Cities/ABC National TV Sales: "Whether in-house or independent, we cannot afford to be standing still."

And the reps aren't merely waiting for demand to catch up with supply. One measure taken to increase supply is to sell it in a new format: the unwired network. For all the controversy that has developed around unwired networks, both Blair and Katz, two reps that have organized them, say that the unwireds are not a significant part of their business. Four or five years from now, Katz Television Group President Pete Goulazian said, he expects unwired networks to be generating 5% of Katz Television's total revenue. "We're far, far, far from that now," he said.

Last year, industry-wide selling on unwireds was "spit," said Tim McAuliff, president of Blair Television. However, he added: "When you've got 4% growth projected, you've got to look for a way to get another quarter point or another half a point."

On the other hand, TeleRep's Steve Herson says that unwireds destroyed spot radio. And according to Peter Ryan of Harrington, Righter & Parsons: "It seems to us that what you're creating is a growing set of alternatives which will compete at ever lower costs-per-thousands."

The reps are unified in their support of the TVB. "We all realized if we didn't have the Television Bureau to develop new accounts...we would soon have to go out and start such an organization," said Petry President David Allen. In an action that began last year, the 14 national reps based in New York—including the Spanish network Univision—have gradually doubled the size of their contribution to the TVB, funding the expansion of the national sales department. The rep's contribution is now believed to be close to $500,000 per year.

Jim Joyella, a 20-year sales veteran of CBS, became TVB's senior vice president of national sales last April. He has hired two national marketing managers based out of two new cities for the department, Atlanta and Los Angeles. He plans to add a second marketing manager to the Chicago office, bringing the marketing staff to six people. Serving a function that Joyella likened to being the board of directors of the TVB's national sales department, representatives from the 14 rep firms work together on the TVB's National Sales Advisory Committee (NSAC), chaired by HRP's Ryan. One of NSAC's subcommittees targets possible spot advertisers with calls paid by a TVB manager and reps from two different firms. In the past 90 days, 75 visits have resulted, Ryan said.

Another NSAC committee, chaired by Harry Stecker of Petry, is examining electronic data transfer. "The more information that can be transmitted electronically, the less labor-intensive national spot becomes," Joyella said. "That makes the medium more attractive and appealing." Although much information is transmitted electronically between stations and their reps, the goal is to link agencies in the computer network so they can receive both billing and viewing information electronically. The group will not only set standards, Joyella said, but will make sure that the computer does not eliminate the rep's role in interpreting and enhancing the data received by agencies.

In addition to the marketing effort conducted via the TVB, the reps have expanded their own sales development activities. Their aim is not just to take money from other slices of the television pie; they're looking for it elsewhere, especially promotion budgets. In 1977, Joyella estimated, 42% of the U.S.'s total marketing budget went into measured media, including television, radio and cable, while 58% went into promotion—items such as direct mail, coupons, and point-of-purchase displays. Ten years later, only 34% of the budget went into measured media, while 66% went to promotions. Partly because reps can't imagine the promotion-media situation getting worse, they read in tea leaves signs of slow, nearly imperceptible movement of money out of promotions and into advertising.

But whether that shift is taking place, the firms have instituted programs to go after promotional money. Blair has enlisted Jefferson-Pilot Retail services to find a niche of promotional advertisers between the network and the local levels. Katz, Petry and TeleRep, among others, have instituted new programs to go after promotions. Perhaps the most graphic example of this attempt is TeleRep's involvement in the development of a device by Interactive Systems Inc. that would enable delivery of a coupon to a household via the television signal.

One move that may be followed by other reps is Seltel's practice of charging its stations, in addition to its standard commission, for ancillary computer, promotion, marketing and research services. "We do give a lot of services free," said Seltel's Johns, "but we are starting to charge set amounts for each of these services to certain clients and that will continue." First in line for this treatment was computer services, where a year ago the company began to charge a fee "not only to support the maintenance of our computer operation, but also begin to express a profit."

At Blair, McAuliff said that he thought it would be difficult to maintain a programing department by charging for its services on a "boutique" or "a la carte" basis. "That is not to say we don't explore it from time to time," he said.

What does the future hold for reps? Expectations among them are that eventually they will consolidate even more. As the ratio of reps to stations shrinks, a few industry denizens have speculated on the likelihood of dual representation in a market, as is common with the large radio representatives. But at Katz, which other reps judge the most likely leader of a move into multiple representation in a market, "We absolutely have no corporate strategy that includes it," said Goulazian. "If necessity becomes the mother of invention, I still don't think we will do it." Attempting the practice in one market, no matter how much one tried to limit it, would probably lead to doing it in other markets, Goulazian said. The eventual backlash from stations, perhaps cooperating among themselves to form new rep companies, and the ensuing defections "could create other new problems."

"There's no way that the current margins of our business can support the services offered by rep firms at the current commission rates, so rep firms will have to seek out new ventures to bolster their continued growth and survival," Johns said.

A Guide To National TV Reps

Blair Television

L-r: Breda, Rosenfield, McAuliff

☐ Stations represented: 131 (118 affiliates, 13 independents).

☐ Major clients: Gannett Broadcasting (9), Hearst Broadcasting (3), Pulitzer Broadcasting (4), Park Communications (7), Scripps Howard Broadcasting (7).

☐ Offices: 19.

☐ Ownership: John Blair Communications Inc., held by Chairman and CEO Jim Rosenfield; Saratoga Partners; SIFCORP.

☐ Senior executives: Tim McAuliff, president, chief operating officer; Jim Kelly, senior VP-director of client services; Bill Breda, senior VP-general sales manager; Floyd Gelini; senior VP-director of regional sales; Leo MacCourtney, division VP-ABC Teams; Dave Herman, division VP-CBS teams; Bill Murphy, division VP-NBC Teams; Jack Whalen, division VP-IND teams; Jack Poor, senior VP-

director of support services.

Blair Television was started in 1948 as an offshoot of John Blair & Co., a radio rep founded in 1936. In 1986, John Blair & Co. was bought by Reliance Partners Ltd., which in 1987 sold, to Jim Rosenfield and an investor group, what became John Blair Communications, comprising Blair Television and Blair Entertainment, a programing producer and syndicator.

Blair Television is profitable and always has been, said President Tim McAuliff. In 1988, the company's billings were under $800 million, he says. "I've never been held back from doing anything that I wanted to do as far as expand this company and make it the dominant rep of the industry," he said.

In recent times the company has moved toward greater reliance on computerization of the research process. In January, Blair announced that it had bought the Marketron system to more efficiently retrieve programing information from a computer database for study. At NATPE, Blair demonstrated a prototype of its "Ask Blair" programing data bank, envisioned as a series of programing and marketing data banks. The ultimate goal for the system, according to Kenn Donnellon, vice president, advertising and communication, is to let client stations have online access to these databases for their executive decision-making.

In a move expected to help Blair stations generate more retail dollars, Blair Television last year hired Jefferson-Pilot Retail Services. JPRS trains Blair sales executives to seek out new business among retailers who can qualify for special promotion money with their suppliers. JPRS also helps build specific campaigns for retailers.

Last year, Blair had several clients for its unwired network, including the Michael Dukakis presidential campaign.

Capital Cities/ABC National Television Sales

☐ *Stations represented: Eight owned stations.*
☐ *Number of offices: 11*
☐ *Ownership: Capital Cities/ABC.*
☐ *Senior executives: John B. Watkins, president; Philip J. Sweenie, vice president.*

Near the center of the merger three years ago of Capital Cities and ABC was the latter's national television sales arm. With the addition of the Capital Cities stations, the sales division for the new eight-station group, now covering 25% of television households, added new offices and otherwise moved to accommodate the change.

An office was added in Boston to help service WPVI(TV) Philadelphia, and also in St. Louis, a market especially important to KTRK(TV) Houston. The in-house rep also opened up shop in Charlotte, N.C., to help service buys for WTVD(TV) Raleigh-Durham.

All of the eight-station group are in the top-10 markets except for WTVD and KSFN-TV Fresno, Calif., but national television sales president John Watkins notes that the latter stations are not small, in markets 36 and 60, respectively. Thus, he said, selling the stations as a single group is not hard, and in fact has an additional benefit since all currently rank number one, sign-on-to-sign-off, in their markets. The location of the stations provides yet additional selling points, he added: "Not only can we say that we reach 25% of television households, but also that we reach 45% of foreign car buyers and 75% of people who bought Perrier."

Watkins

Like many reps, Capital Cities/ABC guards information about its campaigns carefully, but Watkins does not mind talking about one eight-station buy that he does not expect to be repeated soon: from the Dukakis presidential campaign. Also, during the Olympics, six of eight stations obtained an "extensive buy" from the Canadian Office of Tourism, he said.

Many of the over 100 people in the national sales division are in New York, where over half the budgets are sold and which the only sales operations split into two teams. One "East Coast" team covers WPVI, WABC-TV New York, WLS-TV Chicago and WTVD, while the West Coast team covers the remaining four stations.

The in-house rep firm has thought about exploiting selling opportunities in conjunction with Capital Cities/ABC's other media properties, including magazines and newspapers. Watkins said spot sales has already made a joint presentation with ESPN. Other directions for the future might include developing programing for all eight stations, a task facilitated, he said, by their common identity: "The stations are without exception extremely community conscious... and good in local news."

National sales is also looking to take advantage of the fact that the eight stations reach roughly half the country's Hispanic population.

Developing any projects would require that each station agree to the project, Watkins said, since the company is "very decentralized... we tell them about the national marketplace but it is their decision, their inventory and their pricing." Further making the point that the division faces the same pressures as an independent rep, he said, "...anytime national business is not as strong as you would like it to be there is pressure on the in-house rep."

CBS Television Stations National Sales

☐ *Stations represented: Five owned stations.*
☐ *Offices: Nine.*
☐ *Ownership: CBS.*
☐ *Senior executives: Philip D. Press, VP-general manager; Joseph R. Calim, director of Eastern sales*

1988 was a year of expansion for the national sales arm of CBS's five owned stations. Changes that had been postponed while CBS considered going outside for sales representation were implemented after the company decided in January 1988 to maintain its own in-house operation.

The expansion, which has brought personnel counts to about 55, according to general manager Philip J. Press, included adding offices in Boston and Washington. Changes were also made at the sales arm's offices in Chicago, Los Angeles and Dallas, while personnel were added in New York and Atlanta.

CBS also added a three-person research group, which Press said "specifically addresses needs that agencies, planners and clients have," including providing information about the audience's "demographics, psychographics and zip codes."

The latest challenge for national sales is absorbing the group's fifth station, WCIX-TV Miami. Because of all the expansion, the national sales division is in the process of hiring a director of sales.

Beyond the expansion, Press and other CBS executives are working hard to develop new packages for advertisers. An example of innovative selling comes from the group's broadcast of NFL football. The stations and national sales produce a football "viewer's guide" which advertisers can distribute. The guide, which carries information about teams, also has a print ad on the back page for the advertiser. This year, it will be glossier and will also contain a coupon for the advertiser's product.

The campaign, Press notes, is the type of promotion that can also be used by the station for its local sales. He cited another example of "multi-point selling" where a tire manufacturer sponsored a sports quiz on one of five stations. The buy was sold by the sales arm's regional office while the station's local sales rep contacted the manufacturer's local franchisee.

Press

Another part of the sales effort keeping CBS National Sales busy is talking directly with clients, and over the past 12 months, Press said CBS National Sales has had direct contact with more than 100 client advertisers. "We don't go around the agencies to complain about our share but rather to find out what the advertisers' needs are." Talking with clients and media directors, he adds, is the kind of work that publishing people have always done. "Even if the years are great we should still be visiting clients, planning for the vicissitudes of the business."

The CBS stations have participated in some unwired networks and were recently asked by an independent rep firm to participate in one that would involve the group's broadcast of NBA and NCAA basketball.

Group W Television Sales

☐ *Stations represented: Five Group W-owned stations.*
☐ *Offices: 11.*
☐ *Ownership: Westinghouse.*
☐ *Senior executives: Ed Goldman, president; Joel Segall, senior VP-general sales manager; Jeff Osborne, VP sales and marketing.*

There are close ties between Group W Television Sales' (GWTS) 120-person staff and the five Group W-owned stations. Five of the division's 11 sales offices are located at the stations, and the manager in charge of the GWTS office will have one or two local advertising agencies as part of his responsibilities, keeping him in touch with the market. Said Joel Segall, senior vice president and general sales manager: "It is not that there is never a conflict, but we try for accommodation."

The close ties carry over into the sale of national time. The pricing, availabilities and other current station sales data are all available to GWTS sales staff in an on-line computer system. Jeff Osborne, vice president, sales and marketing, said the system allows the rep to "close [the sale] at the desk," avoiding a back-and-forth process between the station, the rep and the ad agency. The system also allows GWTS to prepare in-house demographic studies, prepare revenue analyses for potential shows and service sales already made.

Segall acknowledges that with the frequent account switching between local and national agency offices, there can be occasional friction between local salespeople and GWTS but, he said, the sales structure limits the damage.

Part of what limits the damage, said GWTS President Ed Goldman, is that the rep firm is concerned with total sales, not just national sales, and he is responsible for reporting both local and national sales to Group W Television President Tom Goodgame. Although GWTS has its own income statement, it doesn't help the firm to gain profit at the expense of the stations. He said the general managers of the five stations aren't interested in increasing GWTS's commissions and would not have participated in Premiere—the "broadcast collaborative" designed to sell advertising in local newscasts of top-50 market stations (BROADCASTING, Jan. 16)—unless they thought it would increase their own station's sales.

Standing (l-r): Greg Schaefer, VP, N.Y.; Osborne; Dave Pleger, VP, operations. Seated: Goldman and Segall

One way in which GWTS has helped Group W and other stations increase revenue is through developing new programing in the tradition of the group's already-acknowledged public service efforts. In 1985, GWTS took an organ-donor program produced at Group W's KDKA-TV Pittsburgh, *A Second Chance*, and syndicated it. That was followed by others, including WBZ-TV Boston's *For Kids Sake*, and its successor campaign, *Time to Care*. The show/campaigns are sold for a cash license fee, although GWTS requested stations running the recent *AIDS Lifeline* to instead make donations to local AIDS treatment centers.

To help pay for such shows, and in some cases to make them profitable, GWTS 18 months ago increased its corporate marketing staff (the people whose job it is to get client dollars before they are allocated). Metropolitan Life, for instance, was a national underwriter of *AIDS Lifeline*. Six months ago, the rep firm also added an events marketing person, whose job is to get a greater share of the already allocated dollars for Group W stations.

Harrington, Righter & Parsons

☐ *Stations represented: 45 affiliates, three independents*
☐ *Major clients: Knight-Ridder (8), Cosmos Broadcasting Corp. (8), Gillett stations (5), Times Mirror Broadcasting (4)*
☐ *Offices: 15*
☐ *Ownership: Company management group, with majority held by Jay Walters and Peter Ryan*
☐ *Senior executives: Jay Walters, president, treasurer; Peter Ryan, executive VP, secretary; Mike Carson, VP, group manager-red; Pete Foster, VP, group manager-green; Bruce Mello, VP, group manager-gold; Frank Morello, VP, group manager-blue; Mike Schwartz, VP, group manager-silver; Tom Comerford, VP, regional sales and sales training; Steve Raffel VP, research, and Dean McCarthy, VP, director of program services.*

Founded as a television-only representative 40 years ago by three Petry sales executives, Harrington, Righter & Parsons (HRP) ended up in the hands of second generation management by 1972. Jay Walters, who joined HRP in 1970, has been president since 1976. Including four Gillett stations, the company had a net growth of 10 stations in 1988.

The firm has a longtime association with Noll & Co. to get local vendor support business for its stations, has also worked to that concept on a national scale.

HRP is also in the process of forming a marketing unit that will focus on development of vendor support programs for national and regional accounts and integration of television buys into sales promotion. The marketing unit will supervise HRP's

Walters and Ryan

creative services group, which concentrates on sales development and is driven by part-time contributions from certain HRP management and staff.

HRP is in the process, says Executive Vice President Peter Ryan, of transforming its sales staff into "middlemen in this emerging situation [in which] stations are going to be partners with advertisers in the marketing process."

The company has a strong list of large-market affiliates, but with Knight-Ridder's sale of its eight stations, HRP will probably be feeling the heat of other representatives pitching new owners for those stations' business.

Independent Television Sales

☐ *Stations represented: 31 (all independent).*
☐ *Major Clients: KDFI-TV Dallas; WQTV(TV) Boston; KTZZ-TV Seattle; WDBB(TV) Tuscaloosa, Ala.*
☐ *Offices: 10.*
☐ *Ownership: Bob Somerville, Bob Dudley, Browning Holcombe, Ian Groom*
☐ *Senior executives: Bob Somerville, president; Michael Spitalnik, senior vice president, general sales manager; Marty Owens, senior VP, West Coast sales manager; Joe Canty, senior VP, director of marketing; Susan Kearns, director of programing.*

A newcomer among national rep firms, Independent Television Sales (ITS) was founded in the summer of 1984 to serve two stations: the Dallas and Boston independents owned by Pat Robertson's CBN. Over the past five years, the company has continued to focus on independents, though that situation may be subject to change. ITS has had discussions with Seltel regarding a business combination.

"We've become experts at sign-on stations," says President Bob Somerville. The company has a number of clients who have gone from religious to a full commercial format, as well as those who have gone from low-power to more powerful, saleable signals.

Fox Broadcasting has had an "exceedingly positive impact" on the rep's business, Somerville said. In instance after instance, Fox shows have the highest rating level on ITS stations, he says, with the highest cost per demo. Currently, about half of the ITS stations are Fox affiliates. Affiliation is important in packaging the rest of the station, Somerville said.

ITS's biggest growth took place in 1986 and 1987, according to Somerville, with station additions and losses balancing out last year. As the company helped build up station revenue, larger representatives have stepped in and wooed away clients.

"It's been necessary to find every innovative approach humanly possible" to sell time, Somerville said. "We use every bit of data that the Association of Independent Television Stations generates." One of the company's marketing tactics is to sell the concept of advertising on a market's simultaneous independent prime time movies—including ITS's represented station—for a higher rating than that delivered by at least one of the affiliates.

Somerville

Katz Television Group

☐ *Stations Represented: 193 (165 affiliates, 28 independents).*
☐ *Major clients: United/Chris-Craft (4), Hearst (3), Lee Enterprises (4), Combined Broadcasting (3), Bahakel Communications (5), MCA Broadcasting (1).*
☐ *Offices: 22.*
☐ *Ownership: Katz Communications (employe-owned through employe stock ownership plan); Jim Greenwald, chairman; Dick Mendelson, president.*
☐ *Senior executives: Pete Goulazian, president, Katz Television Group; Jim Beloyianis, president, Katz American Television; Tom Olson, president, Katz Continental Television; Marty Ozer, president, Katz Independent Television; Paul Arnzen, senior VP, director, new business; Dick Weinstein, VP, planning and development; Len Graziano, VP, regional operations.*

Goulazian, Olson, Beloyianis, Ozer

Now that Katz Communications has finished celebrating its 100th anniversary as a sales representative, the company in 1989 will be marking its 40th year as a television representative.

Katz Television is the biggest television rep. It leads the second-place rep by 63 stations; the $900 million in billings the company reported last year also led the industry.

But size does not guarantee smooth sailing. Last month, Katz Communications informed its employe stockholders that to manage its cash flow in the future, the company would be deferring some cash payouts in its employe stock ownership plan (ESOP). Over the past five years, the Katz ESOP has paid out more than $50 million to departing employes.

Dividing the television stations makes them more manageable. In the 1970's, when Katz represented about half the number of stations it does today, the television group was split up into three groups: Katz American, for affiliates in the top 50 markets; Katz Continental, for affiliates in smaller markets, and Katz Independent, for independent stations.

Katz Television President Pete Goulazian also talks about dividing up the company's business into different tiers. One is the business of negotiating business with time buyers—"the tier that carries us along in the day-to-day sense," Goulazian says. But other tiers are involved in creating sales opportunities, he said. Over the past year, Katz Television has set up three teams for this purpose. One group is working on what Goulazian calls "new formats" for the way Katz sells spot television. One such format is the unwired network; other plans are under development and will be announced later this year, he said. A second team makes presentations to advertising agencies and advertisers, pitching ideas and opportunities for spot sales including tie-ins with magazine advertising to tie-ins with regional promotional events. A third team, instituted within the past few months, is soliciting business with agencies that deal solely in specialized promotions.

MMT Sales

☐ *Stations represented: 64 (32 affiliates, 32 independents).*
☐ *Major clients: Meredith Broadcasting (7), Gaylord Broadcasting (4), Renaissance Communications (3), Act III Broadcasting (3).*
☐ *Offices: 15.*
☐ *Ownership: Meredith Corp.*
☐ *Senior executives: Gary Scollard, chairman and CEO; Jack Oken, president; Charles Lizzo, executive VP; Ted Van Erk, senior VP, director of affiliate sales and branch administration; Murray Berkowitz, senior VP, director of independent sales and New York administration; Don Gorman, senior VP, director of support services; Dolores White, corporate VP-business operations; Dan O'Kane, corporate VP, finance.*

MMT Sales was started in 1972 to serve five Meredith Broadcasting client stations. The company had six offices and 35 employes. Founder Gary Scollard says in the year before he started the company, he developed the concept of the "spectrum" rate card, enabling stations to sell their time to the highest bidder and shift around advertisers as they managed their inventory.

As proof of the value of his new approach, Scollard points to spot sales statistics for 1973, MMT's first full year of operation. While national spot grew in the single digits, Meredith stations were up 33%.

After MMT Sales was purchased by Meredith in October 1987, the parent company put its imprint on the company, cutting spending, merging sales offices and consolidating some staff functions "in order to position this business for further growth," according to Meredith's 1988 annual report.

Now that MMT is owned by Meredith, President Jack Oken says the firm is attempting to develop an "intermedia package" for advertisers, selling spot television in conjunction with Meredith magazines, such as *Better Homes and Gardens* and *Ladies Home Journal*. Oken said he expects the company to move forward in that female-targeted package within the next few months.

Scollard

Oken

MMT is in its third year of an agreement with Roland Eckstein and Associates to develop vendor support dollars on a national and regional basis. Previously, Eckstein had worked with individual MMT stations to develop that money on a local basis.

The company has expanded its station list rapidly in the 1980s, going from 26 stations in 1982 to 64 today. The company is again in an "acquisition mode," Scollard says, and may be signing longer-term contracts as it buys out stations' contracts with other reps. MMT is hoping to expand its list to 75 stations within a few years, Scollard says, ruling out expansion only in the 20th- to 30th-ranked markets, where he says MMT is already "pretty full."

NBC

☐ *Stations represented: Seven NBC owned stations.*
☐ *Number of offices: Five and six affiliated offices.*
☐ *Ownership: General Electric.*
☐ *Senior executives: Bernard Hirsch, VP, sales and marketing; Jim Zafiros, VP, spot sales.*

Bernard (Bud) Hirsch said the sales organization has for the first time "organized on a concerted basis, mini-network presentations" on the virtues of advertising on the seven NBC-owned stations.

The benefits of making such presentations to the advertising community were demonstrated by the 1988 Olympics, Hirsch said. The NBC stations began selling the event as early as July 1986. By the end of 1987, five of the stations were more than 80% sold. Although advertising presentations for a special programing event can be expensive, running from $15,000 to $20,000, the billings of the group more than justify the effort, he added, noting that the presentations can be used for both national and local advertisers: "We are able months ahead of time to put together campaigns on like programing such as Wimbledon and the French Open."

Another new effort by the group's sales operation is its participation in Premiere, Group W's unwired network effort involving affiliate TV stations in the top-50 markets (BROADCASTING, Jan. 16).

The use of Premiere is not the first time that NBC television spot sales has strayed from the traditional in-house rep model. It alone, among the four in-house groups, makes regular use of two regional reps to

Zafiros and Hirsch

supplement its own 35-member sales force in New York, Detroit, Chicago, Los Angeles and San Francisco.

Covering 16 southern states is a subcontracter, Clem & Lowrance Inc., which has for 35 years been the group's exclusive sales rep with offices in Dallas and Atlanta. Now that NBC has bought WTVJ(TV) Miami, Clem & Lowrance also has NBC as its only client—the rep firm's only non-NBC client had been the co-located former NBC affiliate, WSVN(TV). Clyde L. Clem Jr., president of the firm, explained the relationship: "When this began it was very important to be one of the Southerners to open doors. Since we work on a commission basis, it costs them [NBC] nothing until we get the sale."

NBC also has an exclusive sales [illegible] for buys placed in the Northwest. Art Moore Inc., which also has on its list stations outside the NBC seven, has offices in Seattle, Portland, Ore., Denver and Salt Lake City.

Spot sales vice president Jim Zafiros said that one advantage of an in-house rep is that inventory can be allocated rationally to insure the best total revenue: "If a national piece of business doesn't make sense...it may pay for the station to take more local business." The compensation plan for salespeople is the same for both local and national, so there would seem to be little cost-of-sales differentiation between either kind of buy.

Petry

☐ *Stations represented: 93 (69 affiliates, 24 independents).*
☐ *Major clients: Fox Television (5), Post-Newsweek (4), Hubbard (6), Malrite (3).*
☐ *Offices: 17.*
☐ *Ownership: Company management group.*
☐ *Senior executives: David Allen, president; William Schellenger, senior VP, finance; William Fagan, president, Petry Television; Michael Membrado, president, Petry National Television; Harry Stecker, executive VP.*

Petry Inc. traces its roots to Edward Petry & Co., founded as a radio representative in 1931. In 1948, the company expanded into

Allen

television representation. In 1963, the company's namesake and founder sold the business to a group of his employes. After top management of the radio division bought that division in 1970, the television rep business, now Petry Inc., remained.

Headed since 1980 by David Allen, Petry split in 1984 into two divisions: Petry Television, for primarily top-50 market stations, and Petry National Television, for smaller markets. Since 1980, Petry has gone from representing 29 stations to 93, and from billing $179 million to more than $700 million, the company says.

In the company's program to develop more spot money through sales promotions, the company in 1987 reorganized to make its marketing department as a separate division of the company, bringing the marketing staff to five. Petry also has hired Communications Diversified, which has done promotions for clients such as Nike and the National Football League. Petry says the alliance has developed two campaigns that will involve spot television in promotional budgets, both of which will break later this year.

Petry Executive Vice President Harry Stecker pictures the salesman of the past as someone who was trained for a situation in which "all of the action was at the buyer's desk. The salesperson five years from now will have a great deal more training in the area of knowing how to talk to the advertiser about marketing the product."

Seltel

☐ Stations represented: 104 in U.S. (54 affiliates, 52 independents).
☐ Major clients: TVX Broadcast Group (9), Media Central (6), Act III (1), Sinclair Broadcasting (3), Commercial Dispatch (4), Woods Communications (4).
☐ Offices : 17
☐ Ownership: Selkirk Communications, in process of being sold to MacLean Hunter Ltd.
☐ Senior management: Raymond Johns, president; David Schwartz, senior VP, domestic sales; Jim Murtagh, senior VP, marketing; Steve Boutis, senior financial officer; Carl Mathis, VP, general manager, New York; Dan Parisi, VP, general manager, regional offices; Janeen Bjork, VP, director of programing, and Paula Dopsch, director of research.

In 1978, Canadian-based Selkirk Communications bought the U.S. rep firm Meeker Television. In 1980, it bought another rep firm, HR Television, and merged the two companies into what is now Seltel.

But Seltel President Raymond Johns dates Seltel back to 1986 when he came East to become executive vice president of operations. That year, the company added two regional offices, revamped its corporate image and started an employe profit-sharing plan. Since then, the company has embarked on a program of station expansion, netting 18 stations in 1987, 12 in 1988 and six this year.

Today, Seltel's list is split between independents, mostly in larger markets, and affiliates in smaller markets. Among its independents, Seltel currently represents 34 Fox stations.

Boutis, Johns, Schwartz, Murtagh

Johns sees growth for Seltel in the international arena. Three years ago, the company began to represent Great Britain's Superchannel in the U.S.—so far, on a break-even basis, Johns says. Last year, Seltel signed a more than multi-year contract to represent both the English and French stations—totaling 57—of the Canadian Broadcasting Corp. (CBC) in the U.S., on both a network and spot basis. The company will also expand into U.S. representation of both Australia and the Caribbean basin, Johns says. The company's ultimate goal, Johns says, is to make the company a one-stop rep firm for the English-speaking world.

In the near term, however, Seltel's future is unclear. The company is openly for sale. Possible buyers include media investor Robert F.X. Sillerman and competing rep firm Independent Television Sales (ITS).

TeleRep

☐ Stations represented: 59 (37 affiliates; 22 independents).
☐ Major clients: Tribune Broadcasting (5), A.H. Belo (5), Cox Enterprises (7), Gillett Stations (7).
☐ Offices: 16.
☐ Ownership: Cox Enterprises.
☐ Senior management: Al Masini, president and general manager; Steve Herson, vice president, director of operations; Tom Tilson, vice president, director of sales; Lisa Brown, general sales manager; Andrew Feinstein, GSM; Larry Goldberg, GSM; Jim Robinson, GSM; Rich Sheingold, GSM.

Masini

Herson

Started in 1968 by Al Masini and a group of fellow employes from Edward Petry & Co., TeleRep began as the in-house representative for three Chris-Craft Industries television stations. In 1972, the company was sold to Cox Broadcasting while TeleRep was representing five Cox stations among its 13 client stations.

The company's Television Program Enterprises division for production and syndication, headed by vice president and general manager Phil Flanagan, produces *Lifestyles of the Rich and Famous* and *Star Search*.

TeleRep's joint venture with Tribune Entertainment in barter sales, Teletrib, was started in 1987 and dissolved earlier this year.

For more than a decade, the company has helped its stations go after vendor support money with its Television Marketing Associates (TMA) operation. In an effort to bring in more dollars from stations on a national level, the company became the exclusive sales agent last year for a device that will enable television viewers to receive coupons and other printouts related to the commercials and programs that they watch. Developed by Interactive System Inc., the system, known as Veil, will be tested in at least six markets starting in November, the company expects.

Adam Young Inc.

☐ Stations represented: 24 (16 affiliates, 8 independents)
☐ Major clients: WNDU-TV South Bend, Ind.; WLTZ(TV) Columbus, Ga.; Young Broadcasting (4).
☐ Offices: 9.
☐ Ownership: Adam Young, chairman, and Vincent Young.
☐ Senior executives: Vincent Young, president/CEO; Art Scott, executive VP; John Scott, VP, director of marketing.

Celebrating its 45th anniversary this month, Adam Young was founded by its namesake as an American representative for large Canadian radio stations, starting with CKLW-AM Windsor, Ontario.

Later the company expanded into repping U.S. radio stations and then television representation. By 1971 the company decided that the radio rep business was best left to larger companies and turned to repping television stations exclusively.

Vincent Young, the son of the founder, started at the company in 1970 in the research department. After working in sales and taking on various management roles, he assumed the presidency in 1980.

Today, Adam Young concentrates on a short list of clients in markets smaller than 50. "We feel more comfortable making our priority moderate-sized markets," said Vincent Young. "The company's clients like the attention that we can pay to them," he said.

Scott and Vincent Young

But new circumstances will have the company expanding into a larger market. Young Broadcasting, owned separately by Adam and Vincent Young, has an agreement to purchase two of the Knight-Ridder stations, WKRN-TV Nashville and WTEN(TV) Albany, N.Y. Those stations will be added to a group of four others the Youngs began acquiring in 1986: WLNS-TV Lansing, Mich., WKBT(TV) Lacrosse, Wis., WTVO(TV) Rockford, Ill., and KLFY-TV Lafayette, La.

Looking to the future, Young said the company will continue to focus on a short list of clients in moderate-sized markets. At most, he says, Adam Young is aiming to represent 40 stations.

Reps: A buyer's point of view

Television station groups and reps often blame advertising agencies for some of the slowdown in spot advertising growth. In particular, the concentration of buying power with fewer and fewer agencies has been said to have given them greater leverage, which they have used to bargain down spot.

Disagreeing is the woman who runs spot, and network as well, for Saatchi & Saatchi, the merger-built agency giant which in some minds epitomizes the phenomenon. Peggy Green, executive vice president, director of broadcast buying, said that because Saatchi spends more money in spot, it has people buying spot who are both more qualified and more experienced with the markets they are buying. There is little turnover among the two dozen market specialists she oversees in Los Angeles and Chicago, and in New York, a market which Green herself continues to buy: "If you have one person who is buying your market and knows that market, it is easier for you...and can make the process more effective and smoother."

Yes, a large agency has more clout, she acknowledged, because

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if a large agency has trouble it may walk away taking a "big chunk of their dollars. Your money is the way you can make a statement." The converse side is that stations and reps who do a better job are more likely to get a bigger share of the agency's buys.

In her 20 years of buying spot, it has been rare that Saatchi & Saatchi has gotten into an "adversarial" relationship with a rep. But asked to name problem areas, Green said there are difficulties, many of which belong to the category of "anything that happens where the order that the rep placed on the agency's behalf doesn't clear the way it was supposed to clear." Examples of this general problem include when the rep isn't able to close an agreed-upon buy, or if the station later preempts the spot without prior notification.

How the rep and its clients get along ultimately determines the success or failure of the firm, said Green: "What distinguishes a rep firm is what kind of relationship they have with their station. There are certain station groups that see the rep as their partner. You can also get signals from the marketplace that said the station group doesn't have confidence in their rep.... If you are not an in-house rep...you hope the stations realize that you are, in effect, their in-house rep. When you hire somebody, as far as I am concerned, they are part of your staff. We all have to work together so the advertiser can sell products to make money to put more money back into spot."

Sometimes problems between an agency, the rep, and the station are explainable: "They happen basically with service...such as when a station goes from a manual procedure to an automated procedure. That process can ruin a lot of schedules.... I don't think anyone does it on purpose, but certain stations have a better back office than others."

On the other hand, the problems can be intentional, she said, and will be filed away in the buyer's memory. As an example, Green said that sometimes an agency has been promised a schedule at a certain price, but a newspaper strike causes the station to try to reduce the agency's schedule so as to take advantage of more retail dollars coming into television. Such moves are a mistake, Green said: "This business is about long-term relations."

Green

Green said problems rarely arise in larger markets, such as New York, but the fact that they arise in smaller markets does not make them any less troublesome: "A Macon, Ga., or a Sioux Falls, S.D., may be where the president of the local bottler lives. He sits down with his family thinking he will see his ad run in "Miracle on 34th Street" and instead it's in "Conan the Barbarian."

On the positive side, rep firms can help arrange interesting packages for agency clients. "There are many things that are offered to us by a station, besides the regular spot."

The director of broadcast buying is able to offer little consolation

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to reps and stations who complain about the short lead times on spot buys: "Those are the facts of life." Spot, she noted, is priced higher partly because it is deemed to be a flexible medium. "If we are staffed to handle buys on 24 hours' notice, reps and stations also should be. Specifically, more buys now are retail, and if a bottler or automotive dealer has a good month, they may want to put even more money into the next month." Television is not the only medium that has to deal with short lead times, Green added.

How do rep firms differ? According to Green, "to a certain extent you can judge personality of a rep by the personality of its client list...the type and number of clients can give a rep credibility, just like our clients give us credibility...it is the only non-prejudiced evaluative tool." Green herself judges rep firms most often by the person calling on Saatchi. "Most of them do a good job. I am closer to many of the older rep firms, but that doesn't mean there aren't newer competitors who do just as good a job."

Because Green also handles network buying, she sees unwired proposals—which she said are directed at network budgets—including those submitted by rep firms. The latter have a problem because they are generally restricted to the stations on their lists, which aren't necessarily the best stations in the buy. Even more ad hoc arrangements, such as Group W Television Sales' Premiere, are restricted to the groups participating.

The real advantage provided by unwired networks, said Green, has to be one of pricing, with participating stations offering lower-priced spots because they are anxious to get a longer lead on dollar commitments and because those dollars represent budgets previously untapped by spot: "My problem is that I don't yet see a pricing advantage from the unwired networks. We would all like to see it work. The wrong reason for them to buy Premiere both from Premiere's point of view and ours is because the advertiser is lazy. Because then they are just taking money from spot."

Saatchi & Saatchi might soon try putting together an unwired network itself, said Green: "We might do it next year, and I don't think the reps would have a problem with it. It would be good for the reps."

Regional reps: Survival of the fittest

Although their ranks have diminished, regional representatives remain optimistic their business will survive in a niche into which the long arm of national reps will not fully reach. Despite their cost of business and increased competition from the nationals, these primarily radio reps are riding the waves of regional economies and performances of stations that either the major reps do not want or the stations that do not want to be repped by the majors.

"The same thing is going on in the regional business as is going on in the national business: The big are going to get bigger and the rest are going by the wayside," said Frank Maruca, president of Raleigh-based Southern Spot Sales. "The cost of operation is going up faster than revenues. That's probably the biggest single problem that all reps have." Salaries, travel expenses and insurance premiums have gone up, while fringe benefits have "shot through the roof."

Mick Tacher of Seattle-based Tacher Co. said the number of reps in the region had dropped from six to two over the past five years as national rep firms have expanded their business.

A similar situation is in Boston, where George Bingham of New England Spot Sales said that five years ago there were seven or eight regional reps. Today there are three, he said. Increased competition is coming from national representatives, which are looking at smaller and smaller stations, not only for strictly economic reasons but also out of deference to the particular owner. With the addition of national radio and television reps in Boston, Bingham estimated there are at least 20 different reps in the city.

Bingham said there remains a niche for the regional representative, but he said he is limited from taking on small stations. Because their billings are not cost-efficient, he said, many small start-up stations have no rep at all. If a station is not billing $5,000 annually, he said, "it doesn't even pay the electric bill."

Maruca, whose company represents about 200 radio stations, said it was important for him and other reps to fight for small-market stations. Over the past 18 months, he said, he noticed advertising moving away from small markets and toward 100 kw FM's. Although those stations do well in their metro areas, he said, often they do not relate as well as advertisers think they do to audiences in outlying areas.

One of the reasons local representatives have gone out of television representation is the reliance of the business on computerization. "If you don't have a mainframe that links in to Arbitron, you have a lot of hand avails to pull," says Jack Riley, owner of Riley Representatives. "It's just not cost-effective to sell."

Maruca said he noticed money moving into television because stations are becoming more aggressive on a local and regional level than they have been in the past. On the other hand, he sees more retail stores moving into radio.

Currently, Riley represents 125 radio stations, primarily in the Southwest, and sub-represents another 300 stations across the country. About 85% of the company's business is from its own list, Riley said.

Like other regional reps, Riley's business goes up and down with the regional economy. Over his 25 years in the business, he estimates he has seen about four economic downturns, but the one that started about three years ago has been "the worst cycle that I have seen," Riley said. "The entire economy is based on oil and real estate. When the bottom drops out of both markets, there really isn't a lot of money going around." Since midsummer last year, however, Riley said the cycle has begun to turn around; Houston and Dallas economies are improving, but the shift will take longer to hit smaller markets.

Growth of television sales this year for Seattle-based Art Moore should exceed national spot predictions of 4%, "or we'd be falling behind some anticipated budgets for our clients," said Chairman and CEO Earle Baker. Radio growth for the company is harder to predict, he said. Although when interviewed Baker said the year was "a little slow in starting," he said he is heartened by the increased economic activity in the Northwest that gives the company a broader resource from which to draw. Because of "tight economic conditions" in the Rocky Mountain region, Baker said radio stations the company represents there tend not to do as well as the television stations, which have larger billings coming from outside the region.

Along with the regional economy, Riley has his eye on how local business splits between the regional and national reps. In Dallas, the number of regional reps has declined over the years from eight to three, in the face of competition from major national reps for stations in secondary and tertiary markets. But starting a year ago, Riley said, he has noticed disenchantment with a major firm repping five stations in one market. "Of course," he says, "we capitalize on that."

Echoing Riley, Dan Haight, owner of the Dora-Clayton Agency based in Atlanta, said, "Many stations are finding they're not interested in a rep firm selling the market. They want their firm to sell a station." Partly because of a move away from larger reps, Haight said his business in the past three years has been better than any years since 1970, when he bought the firm. Ten years ago, Haight said, multiple representations "would have been a sin no rep would have committed."

Like the situation in other cities, the number of regional reps in Atlanta has declined over the past 10 years, and Haight is not sure the trend will reverse itself. As people retire or get absorbed into larger reps, Haight said, "Nobody's coming in much....I'm not seeing many people starting out new firms."

Characterizing his business, Haight said, "If you want banks of computers and six people selling, you don't want me....But if you want someone who's built up credibility in the market over the past 25 years, perhaps you do want me." □

SRA: The Reps' Rep

BROADCASTING talks with Jerry Feniger, managing director since 1984 of the Station Representatives Association

Tell us about the SRA.

The SRA was formed 42 years ago by 10 radio representatives to protect their common interest and advance the common cause. At that time, the networks were involved in representing stations they did not own. It was founded for the purpose, basically, of establishing a body that could deal with the networks as a group in this representation issue, and then continued.

Today the SRA has 27 national station representatives: 10 television and 17 radio, with some common ownership of the 17 radio, but no common ownership of the 10 TV's. We are now, with the 10, universal in television membership and with the 17, universal in radio membership. We're very proud of that universal representation—that everyone in the industry supports us.

What's the most important item on your agenda this year?

This coming year, it's the action before the FCC: financial interest and syndication rules, which, if passed, would allow networks to represent stations they do not own. That is the gut issue of the SRA. It is the reason that SRA was formed 42 years ago—to establish a position against the networks using undue influence over the stations with which they networked for representation. While it has been codified in the financial interest and syndication rules for over 20 years, this rebirth of it is our major issue this year. There's no question of that. We've got lots of issues, but that's the major issue.

This issue was invented by the commission staff. No one came to the FCC—no one at any of the three networks—and said: "We would like this rule done away with so we can represent stations we do not own." That did not take place. Some people on the commission staff divined this issue and brought it forward. It was placed on the agenda in a proposed notice of rulemaking, which was issued.

At this time, the commission, as it always does, asked for comments. The SRA filed comments. And the three networks filed comments. Fifteen broadcast groups endorsed the SRA position, as well as the Motion Picture Association of America and the ABC affiliates' association. No one endorsed the networks' position.

So there is where it sits. The comments and the reply comments have been filed and received, and it sits at the commission.

Is the issue of station representation inextricably linked with the issue of financial interest and syndication?

Totally separate. There are three issues in the financial interest and syndication rules. One is the large issue which the networks and the motion picture people are discussing now regarding syndication, ownership and distribution. The second issue is the prime time access rule. The third issue is the network representation rule. They are individual points, but they are not inextricably entwined at all.

Of the three-member commission, do you think you have the votes now?

Yes. I think we have them and will have them. And it's a matter of the issue. Look at the situation of the three networks. Not one

broadcaster stood up and said they were right. A thousand television stations in the United States. You'd think one fellow—his cousin in Montpelier?— would say: "He's right." Nobody said they were right.

How great is the threat of radio and television losing beer and wine advertising?

Three years ago, the issue of beer and wine was of substantial concern to us. Beer and wine to national spot radio and television represents over a billion dollars. At that time, we formed a free marketing coalition between reps, and agencies and clients and we

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raised more than $350,000. We hired Bob Strauss's law firm—Akin, Gump—and we fought that battle, and in terms of things that SRA did, I'm pleased to say that we won.

I would suggest that if anyone wants to get a fix on that issue they should talk to Chairman Markey, they should talk to Chairman Dingell, they should talk to Senator Inouye, and they should talk to Senator Hollings. Those four men have a pretty good fix on it. And I don't feel at this moment it's a major issue. It is an issue of concern, but it's certainly not at the place it was three years ago. We watch for it carefully.

Are there any other Washington issues that concern you?

The ad tax issue is not a Washington issue, but an object of great concern. We feel this threat, having won it, has got to be won state by state. So we're very active in Connecticut now—through the stations we represent. We are a member of the Council for Commercial Freedom, and proud to be so.

So that is a long-term battle?

There will always be some fellows or ladies somewhere who want to start a state ad tax. I do think, given the experience of Governor Martinez in Florida, that they should be wary of doing this. [Certain Connecticut legislators] are this very week rattling their bells to try to get a 7½% ad tax in Connecticut. We have had members of the Connecticut broadcasting community call them and try to show them our side.

Don't you think the initiatives taken by certain state legislators to get an ad tax going have picked up over the past year or so? Given what we've read about state budget deficits, don't you think it's likely to increase?

There are eight to 10 states where it's floating around. But it came up in Wisconsin or somewhere and was shot down immediately. It came up in North Dakota, got shot down immediately. We feel an ad tax is an unlawful, illegal device and we fight it. And I repeat, there's only one case on the record, and that's the state of Florida. And there's no ad tax there.

What other issues are important?

SRA stands four square—everything at its command—to retain PTAR [prime time access rule]. We were for it 20 years ago. We never wavered in it. At times, there has been talk of revising or, God forbid, doing away with PTAR, and we stand four square on that. PTAR is as important in our judgment as must carry is. Both of them are not directly business-related issues. But we feel they are very important and we would lobby heavily.

Not only do we believe in PTAR, but if the commission, for any reason, should want to fool around with it, I would suggest they first wander around the Senate and the House and see how they feel about it. There is substantial [sentiment for] which is the reason it doesn't come up at the commission.

We haven't won on must carry. As a matter of fact, the record is not good. Nevertheless, we'll continue on it because we feel that dissemination of public information by broadcast stations around the United States is important to the television landscape.

Megareps: Feeling full impact of consolidation

The dust appears to be settling from the whirlwind of acquisitions, mergers and start-ups that dramatically consolidated the radio rep industry throughout the 1980's. As the decade draws to a close, the big rep firms that have evolved are now intent on using their newly found muscle to pump up slow growth of national spot sales. Most rep company executives agree that while the full impact of consolidation has not yet been determined, the phenomenon generally appears to be a positive one for the industry.

While there are still some independent rep firms fighting to maintain their share of the advertising pie, Interep and Katz Radio Group are estimated to control approximately 90% of the business today. The megareps appear intent on using that stronghold to lure some of the untapped advertising and promotional dollars that the industry needs during the current period of slow growth (see accompanying chart).

"What we experienced in 1986 and 1987, which were really formative years for us in acquiring and assimilating these acquisitions into our respective corporate cultures, was no growth in radio spending," said Ken Swetz, president, Katz Radio Group. Starting with Katz Radio, the megarep grew during this decade to include Republic Radio and Christal Radio (both acquired in 1984), and Katz Hispanic Radio Sales and Banner Radio (both created in 1987). "We have finally put ourselves in the position to be a radio service to the agency and the advertiser," said Swetz, "and that is the primary focus."

Independent competitor Marv Roslin, president, Roslin Radio Sales, said he had his differences of opinion with the megareps but agreed that "the consolidation has been positive, to some extent, because the consolidators have become more interested in developing new clients for the medium. They're beginning to make substantial investments along those lines, and they realize that the medium needs an infusion of new clients and new money because the old money is being worn down."

Included among those "substantial investments" is The Radio Store, a marketing strategy developed by Interep that offers advertisers and agencies complete media plans. The Radio Store was started about a year ago but has just picked up speed with the appointment of Ellen Hulleberg, a longtime Interep employe, as its president.

"Consolidation has given us the resources to do things like The Radio Store," said Les Goldberg, president, Interep. The firm, which began as McGavren Guild, has grown to include HNWH (acquired in 1981); Major Market Radio (acquired in 1983); Durpetti & Associates (created in 1985); Group W Radio Sales (created in 1986), and Torbet Radio (acquired in 1987).

"We are now getting a large enough share of revenues that when we create a piece of business we are getting a fair share of it," said Goldberg. "So we can afford to put a lot more money behind the new business development than we could when we were just McGavren Guild."

Consolidation has also helped Interep develop the sales staff of its companies, according to Goldberg, who said the company has

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committed in excess of $1 million this year to training all levels of its sales personnel. He added that despite the consolidation, salespeople within the different Interep companies often go head-to-head with each other in competing to represent the same radio stations.

Swetz noted that a big advantage experienced by Katz Radio Group as a megarep has been the ability of the company's 250 salespeople to move beyond the single station sale to include regional and national marketing campaigns. "As a singular company [Katz Radio], we devoted much of our energy at the buying level, fighting for a piece of the action against all of the other radio stations in the marketplace," he said. "We were our own worst enemy."

Along with the advantages of megareps, however, Roslin noted that there may be a drawback in that some radio stations are uncomfortable with representation by the same company that is representing the competition: "It's hard for them to get into the spirit of a co-op when they're so fiercely competitive locally."

Roslin noted that throughout the consolidation, independent reps have maintained advantages of their own: "[Megareps] are in control of what goes on, and as a result they claim stations that are represented by them have a better opportunity of getting more than stations represented by us. We maintain that stations with equivalent ratings will have a better opportunity with us than with them because of our interest in them as individual stations as compared to stations sold in aggregate."

Carl Butrum, president, Eastman Radio, said that a negative aspect of industry consolidation has been the resulting fewer alternatives for radio stations. "As people who provide a service, I am in favor of them having more alternatives and more options, not less," he said. As the number of rep firms has decreased, he said, stations in smaller markets are finding it more difficult to find quality representation.

"There are some people who would still like to have the option of choosing among 30 rep firms," admitted Goldberg. However, he added: "I think that when they think it through they realize that it has been good for the industry, because we're able to put more money into developing business and we're able to have...better firms."

Whatever the case may be, Butrum used the word "intense" to describe competition among the rep firms under consolidation. "I think we're in a period where many of the reps are spending more time stealing one another's clients than they are selling time," he said, "and this is going to continue until stations finally decide that they're hooked up with a quality organization and that changing reps is not the answer to their problem."

Eastman was hit last month by Emmis Broadcasting's decision to sign its properties exclusively with Interep. While it may be premature to cite a trend, Clear Channel Communications is said to also be looking to sign all its stations with one rep firm.

Catering to individual broadcasting groups may prove to be a two-edged sword, warned Shelly Katz, president, Katz & Powell. He said that while he could understand the validity of a rep firm courting a major group with tremendous selling power, he added that the rep firm would have to be on guard against giving its independent clients short shrift.

Goldberg said that he did not anticipate a wave of broadcasting groups seeking to consolidate their sales with one rep firm. "I don't view Interep's growth in the long run as coming from soliciting other people's clients," he said. "I view Interep's growth as coming from the industry growing, by making more dollars available."

Opinions among rep firm executives also differed regarding the possibility of further consolidation. Some predicted further consolidation; others expected the players to remain essentially as they are today, and still others saw the creation of additional firms inside or outside the megarep structure.

Radio spot sales

1975	$242,983,500
1980	$508,520,400
1983	$709,317,700
1984	$824,003,300
1985	$910,323,900
1986	$927,686,300
1987	$924,502,700
1988	$995,885,300

Based on information from top reps compiled by Radio Expenditure Reports, Mamaroneck, N.Y.

Roslin was among those who said he thought that there could be further consolidation ahead. "If we're looking toward a major wage inflation and sales remaining flat," he said, "there's a possibility that it could happen in 1989." The megareps may also grow, he added, by providing major broadcasting groups with individual sales divisions.

Katz said that growth in the industry could come in the form of companies within the megarep structure looking to branch out into new areas, such as the burgeoning Hispanic market (Katz Radio Group has already formed Katz Hispanic Radio Sales). Goldberg said that "there's the possibility that we could start another company; it depends on industry climate."

Tony Miraglia, vice president-general manager of CBS Radio Representatives, said that within the next two years there could be a reemergence of rep firms owned by broadcasting companies. During the 1960's and 1970's, it was not uncommon for major groups such as Metromedia, ABC and Group W to have their own rep firms. "What I sense happening is that there is a lot of unrest among the larger broadcasting companies about the quality of the service they are receiving," said Miraglia, which he added may prompt the trend.

"I think we're in for a period of stability," predicted Butrum. "Basically, you're going to have about 15 reps, and certainly for the next five years that number isn't going to change much."

Swetz said he anticipated no further consolidation, a sentiment echoed by Goldberg: "I think that over the next few years, we will pick up some stations from other reps and other reps will pick up a couple of stations from ours, so when all is said and done, our shares will be about the same as they are now. So, it becomes paramount to make the industry grow."

A Guide To National Radio Reps

CBS Radio Representatives

□ *Stations Represented: 64.*

□ *Major Clients: CBS Broadcast Group, Bonneville International Corp., Jefferson-Pilot Communications Co., Keymarket Communications.*

□ *Offices: 11.*

□ *Ownership: CBS Inc.*

□ *Senior Executives: Anthony Miraglia, VP-general manager; Bennett Zier, VP-director of sales.*

CBS Radio Representatives, which has its origins as a rep firm for parent company CBS Radio since the late 1920's, presently represents 64 stations in 34 markets. CBS Radio Spot Sales was officially named in 1936 to represent the company's AM stations, and was joined in 1969 by an FM counterpart named CBS FM Sales (which became CBS FM National Sales in 1977). The present structure of the company was established in November 1985 when the rep firm consolidated its two sales companies, CBS Radio Spot Sales and CBS FM National Sales, into a single organization.

CBS Radio Representatives has just entered the second year of its five-year development plan, according to Anthony Miraglia, vice president/general manager. Part of that plan, he said, is to remain small while expanding to include representation in each of the top 50 markets. Also part of that plan is to target radio stations with what he described as "adult" audiences.

"What we in the radio industry have to do is demonstrate to advertisers that the real lush market for them to attract is not the younger end but the 45-64-year-old adult," said Miraglia. "That's where the growth is for the next decade," he said, adding that the company turns away at least one client each week because the audience bases are too young. "I tend to shy away from the stations that will basically generate as their core audience the 12-25-year-old," he said.

CBS Radio Representatives also looks toward the 1990's as an "age of specialization," said Miraglia, and is preparing to meet that demand with the recent establishment of three specialty divisions: sports, farm and Hispanic. He said the company expects each of those three areas to be major sources of growth for spot radio in the next decade.

CBS Radio Representatives billed approximately $75 million in 1988, according to Miraglia, with a staff of 52 salespeople and a client list of 64 stations (including some combinations). He said the company intends to maintain its almost one-to-one relationship as the client list grows.

"You have to be flexible with your marketing plans because the marketplace does change," said Miraglia, regarding the company's five-year plan. "But basically we feel that we're on the right track and that our focus is correct for the next decade."

Concert Music Broadcast Sales

☐ *Stations represented: 30.*

☐ *Major clients: WNCN(FM) New York, KKGO-AM-FM Los Angeles; WNIB(FM) Chicago; KDFC-FM San Francisco; WCRB(FM) Waltham, Mass. (Boston); WRR(FM) Dallas; KRTS(FM) Seabrook, Tex. (Houston); WGKA(AM) Atlanta; KFUO(AM) Clayton, Mo. (St. Louis); WXCR(FM) Safety Harbor, Fla. (Tampa); WTMI(FM) Miami; WQRS(FM) Detroit, and WFLN-FM Philadelphia (the last three owned by Marlin Ltd. Broadcasting Inc.).*

☐ *Offices: 7.*

☐ *Ownership: Peter J. Cleary and Peter Besheer, equal partners.*

☐ *Senior executives: Peter J. Cleary, president; Peter Besheer, executive VP, and Roy Lindau, director of marketing and sales development.*

Concert Music Broadcast Sales was started in 1976 to provide spot representation for classical music stations. Peter J. Cleary, president and co-founder of the company, said he realized the need for such a firm while working as a representative for RKO Radio. "We could ill afford to give the kind of intense qualitative sales effort to [RKO's classical WGMS-FM Washington] that was needed because it put us into a head-to-head battle with media buyers who wanted to buy CPM's. Given the amount of money that we were getting from those media buyers who were buying CPM's in all of the other RKO markets, it simply made no sense to alienate those relationships by trying to force them into looking at the qualitative aspects of WGMS-FM's position in the marketplace."

Thus Concert Music Broadcast Sales was born with an initial client list of three stations that has since grown to 30. The company has continued to represent only classical properties, turning away opportunities to represent stations carrying different formats. As Cleary defined it, the company has intentionally painted itself into a corner by creating a situation where survival can be maintained strictly through qualitative sales.

"Only a firm that is structured to do only that kind of selling can afford to run the risk, as we often do, of alienating the media department of an agency which, rightly or wrongly, perceives that its job is to deliver as many of those men age 35-64 for the fewest amount of dollars without much concern for what the psychographics of that group of bodies is," said Cleary.

"We see a trend in advertisers defining their markets not necessarily geographically or by medium but by the psychographic characteristics of the people they're trying to talk to," he added. "What we are doing is trying to build a company that can respond to that need on multiple levels." The rep firm's parent company, Concert Music Broadcasting Inc., also owns the satellite-delivered Concert Music Network, classical KHFM(FM) Albuquerque, N.M., and a majority interest in *Ovation* magazine.

Eastman Radio

☐ *Stations represented: 170.*

☐ *Major clients: H&D Broadcast Group, Jacor Communications Inc., Malrite Communications Group Inc., Pinnacle Broadcasting, Stoner Broadcasting System Inc., Susquehanna Broadcasting Co., TK Communications Inc.*

☐ *Offices: 12.*

☐ *Ownership: Wholly owned subsidiary of Jacor Communications Inc.*

☐ *Senior Executives: Frank Wood, chairman; Carl Butrum, president; Mike Nicassio, executive VP, sales.*

Eastman Radio was opened in 1958 by Robert Eastman, a long-time radio executive whose experience included top positions at John Blair & Co. and ABC Radio. In the early years, the company expanded its client base of five stations primarily by focusing on the many AM stations adopting the new top-40 format.

Eastman retired in 1972 and the company's employes bought the company, a structure that remained until Jacor Communications Inc. purchased Eastman Radio one year ago. At the time of the Jacor purchase, then-President Jerry Schubert stepped aside to make way for current leader Carl Butrum, a previous executive vice president for sales who has been with the company since 1973.

According to Butrum, Eastman Radio lost 27 markets and gained 35 during its first year under ownership by Jacor, a publicly held radio group based in Cincinnati. The company, with 42 salespeople and a full staff of more than 90, last year billed an estimated $70 million and showed a pre-tax profit of just over $1 million.

Eastman Radio's primary focus is the radio station, said Butrum, adding that "if we work within the needs of the radio station, the advertiser's needs are going to be taken care of." Although the rep firm ranks high among companies targeting markets 25-200, he said Eastman is concentrating its present solicitation efforts on properties in the top 10 markets. "It makes my life easy. I know exactly where I have to go and I am spending my time going there," said Butrum.

Especially now that Eastman Radio is owned by a radio group, the rep firm positions itself as a "broadcaster's rep" that is owned by fellow broadcasters who are especially sensitive to the needs of the radio station.

"Our number-one objective is not to abuse the inventory of the radio station but to act in concert with the local sales staff," said Butrum.

Interep

☐ *Stations represented: approximately 1,200.*

☐ *Major clients: Bonneville International Corp., Emmis Broadcasting Corp., EZ Communications Inc., Gannett Broadcasting Group, Westinghouse Broadcasting Co. (Group W), Infinity Broadcasting Corp., King Broadcasting Co., Nationwide Communications Inc., Noble Broadcast Group, Sconnix Broadcasting Co.*

☐ *Offices: 16 cities.*

☐ *Ownership: ESOP.*

☐ *Senior Executives: Ralph Guild, chairman of the board, Interep; Les Goldberg, president, Interep; Ellen Hulleberg, president, The Radio Store; Peter Doyle, president, McGavren Guild; Jacqui Rossinsky, president, HNWH; Warner Rush, president, Major Market Radio; Tony Durpetti, president, Durpetti & Associates; Tom Turner, president, Group W Radio*

Continues on page 77.

are based on feature films: *Adventures in Babysitting*, *Coming to America* and *Married to the Mob*. *Coming to America* is produced by Eddie Murphy Productions with Paramount.

Other comedies:

- *The Dave Thomas Show*, a comedy-special featuring *SCTV* veteran Thomas.
- *The Gregory Harrison Show* features Harrison as a fashion photographer who is awarded custody of his two sons. Harrison and Frank Levy are executive producers of the show from MGM/UA TV.
- *His & Hers* is a half-hour production from Gary David Goldberg's UBU Productions, in association with Paramount.
- *Hot Prospects*, from Republic Pictures, is about a man who brings women to the old West to work as waitresses in his saloon.
- *Julie Brown: The Show*, described as a show-within-a-show, is a Castle Rock Entertainment production.
- *Mars: Base One*, co-written by Dan Aykroyd, deals with a domestic situation in a mining colony on Mars. From Weintraub Entertainment Group.
- *Partners in Life*, created by Rob Reiner and Phil Mishkin, is produced by Castle Rock Entertainment.
- *Mulberry Street* is about a woman who balances a career as assistant to a New York mogul with a home life that includes an eccentric Italian family. The show is a Warner Bros. production.
- *Normal Life* stars Dweezil and Moon Zappa as teenagers in the Hollywood Hills. Bernie Brillstein is executive producer for Brillstein Co.
- *The People Next Door*, from Lorimar TV, is about a cartoonist whose macabre imaginations come to life.
- *Shivers*, from Columbia Pictures Television, is about a father and his two children, who move into a haunted house.
- *Starting Now* is about an art assistant and aspiring actress who works on a children's television show. The program stars Ricki Lake, with Henry Winkler and Ann Daniel as executive producers for Paramount.
- The network also has an untitled Ed Begley Jr. pilot series that has the former costar of *St. Elsewhere* as the former host of a children's television show who is named to replace his wife on the city council after she leaves to give birth to the couple's child.

On the drama side, the network brings back some series veterans, including Lindsay Wagner, James Farentino, Tim and Daphne Maxwell Reid, and Lee Majors.

- *American Nuclear* stars Farentino and Lindsay Crouse in a one-hour show about writer Jimmy Breslin and his activist-politician wife, Ronnie Eldridge. Breslin is technical advisor and has a small part in the production from Warner Bros. TV.
- *The Bakery*, from GTG Entertainment, is set in a California police station. It stars David Dukes.
- *Curse of the Corn People*, about a group of young friends who work to fulfill their dream of making a low-budget horror film, produced by Beachwood Productions in association with Aaron Spelling Productions.
- *The Heat* is a one-hour program from MGM-TV. Lewis Chesler, Gary Devore and David Debin are executive producers.
- *Loose Cannons* is a two-hour pilot starring radio personality Shadoe Stevens as a Los Angeles detective. Fred Silverman and Dean Hargrove are executive producers of the project, which is produced by Silverman Productions in association with Viacom.
- *Nick Knight* is about a young homicide detective who can only work at night because he is a vampire. The show is from New World Productions.
- *Outpost* is a futuristic look at a former marine who is the only law on a colony on a distant planet. The show is from Columbia Pictures Television.
- *A Peaceable Kingdom* stars Lindsay Wagner as the managing director of a city zoo. Mark Waxman is the executive producer.
- *Snoops* stars Tim and Daphne Maxwell Reid, formerly of *Frank's Place*, as a Washington-based husband and wife crime-solving team. The show is produced by the Solt/Egan Co. in association with Timalove and Viacom.
- *Triangle* looks at the relationship among three friends—a cop, a private detective and a public defender. The show is produced by Columbia Pictures Television.
- *Travelin*, starring Lee Majors and Ellen Greene ("Little Shop of Horrors" and HBO's *Glory, Glory*), is about a newspaper columnist and the man of the road she meets, from Weintraub Entertainment Group.
- *Wildest Dreams* focuses on the imaginings of 11-year-olds. The show is produced by Lorimar Television. □

NBC wins week 25 with 16/26.1, CBS wins news

NBC won the prime time week (ended March 12) with a 16 rating and a 26.1 share. ABC came in second with a 12.3/20.1, just ahead of CBS's 12.1/19.6. For evening news, CBS was out in front with an 11.5/21, followed by ABC's 11.2/20 and NBC's 10.2/19.

NBC won Monday, Thursday and Saturday. ABC won Tuesday, Wednesday and Friday. CBS won Sunday.

	Nielsen	Net	Show
1	27.7/40	A	Roseanne
2	25.3/40	N	Cosby Show
3	25.1/38	N	NBC Monday Movie
4	23.0/39	C	60 Minutes
5	22.8/34	A	Who's the Boss?
6	22.7/35	N	Different World
7	22.6/34	A	Anything But Love
8	22.4/33	A	Wonder Years
9	21.7/34	N	Cheers
10	21.2/32	C	Murder, She Wrote
11	20.7/30	N	ALF
12	19.6/31	C	People's Choice Awards
13	19.2/34	N	Golden Girls
14	18.9/28	N	Hogan Family
15	18.7/29	N	Dear John
16	18.1/27	N	Matlock
17	18.0/29	N	Night Court
18	17.9/29	A	Growing Pains
19	17.6/30	C	Knots Landing
20	17.2/27	A	Head of the Class
21	17.1/25	N	In the Heat of the Night
22	17.0/27	N	Unsolved Mysteries
23	16.8/29	N	Empty Nest
24	16.1/28	A	thirtysomething
25	16.1/31	N	Hunter
26	15.9/26	N	My Two Dads
27	14.9/26	N	Midnight Caller
28	14.7/21	C	Murphy Brown
29	14.7/26	N	Amen
30	14.5/25	A	Full House
31	14.5/25	N	L.A. Law
32	14.3/21	A	ABC Mystery Movie
33	14.2/21	C	Designing Women
34	14.2/21	N	Family Ties
35	14.2/22	N	NBC Sunday Movie
36	13.7/23	C	Dallas
37	13.5/24	C	Wiseguy
38	13.4/21	A	Coach
39	13.0/19	A	MacGyver
40	13.0/24	N	227
41	12.9/19	C	Kate and Allie
42	12.8/20	C	48 Hours
43	12.7/20	A	American Salute: Liz Taylor
45	12.4/18	C	Newhart
46	12.3/20	A	Hooperman
47	12.2/21	N	Father Dowling Mysteries
48	12.1/22	A	China Beach
49	11.8/22	A	20/20
50	11.6/21	C	Falcon Crest
51	11.4/17	N	Day by Day
52	11.3/19	A	Mr. Belvedere
53	11.1/16	F	Married. With Children
54	10.9/17	A	ABC Sunday Movie
55	10.7/18	A	Just the Ten of Us
56	10.4/16	C	Paradise
57	10.3/19	N	Unsub
58	10.0/16	C	Equalizer
59	9.9/15	F	America's Most Wanted
60	9.5/15	C	Hard Time on Planet Earth
61	9.4/16	N	Miami Vice
62	9.3/16	N	Magical World of Disney
63	8.8/14	C	Beauty and the Beast
64	8.2/15	C	This is America C. Brown, part 6
65	8.1/14	A	Man Called Hawk
66	8.1/14	C	Marvin Special
67	8.1/15	N	NBC News Special
68	7.8/14	A	Mission: Impossible
69	7.7/12	A	Flight-Navigator, part 1
70	7.6/14	C	West 57th
71	7.5/13	F	Cops
72	7.1/12	F	21 Jump Street
73	7.0/13	C	Dolphin Cove
74	7.0/10	C	Tour of Duty
75	6.4/10	C	CBS Tuesday Movie
76	6.3/11	A	Heartbeat
77	6.2/10	A	Great Circuses of the World
78	5.3/8	F	Garry Shandling's Show
79	5.2/10	A	Murphy's Law
80	5.1/9	C	TV 101
81	4.9/9	F	Reporters
82	4.6/7	F	Tracey Ullman Show
83	3.7/6	F	Duet

Cassandras *

(Week ending March 5)

	Rtg.	Show	Stns.	Covg.
1	15.9	Wheel of Fortune (Syn.)	230	99
2	13.8	Jeopardy	214	97
3	12.4	Cosby Show	196	97
4	10.7	Star Trek	238	97
5	10.6	Oprah Winfrey Show	217	99
6	10.5	Wheel of Fortune (Wknd.)	206	93
7	7.8	Fatal Passions, special	110	89
8	7.5	Current Affair	144	89
9	7.5	Entertainment Tonight	163	92
10	7.4	Donahue	225	99
11	7.4	Geraldo	192	99
12	7.3	TV Net Movie	179	94
13	7.1	Tri-Star Showcase	119	90
14	7.1	War of the Worlds	227	97
15	6.9	Mama's Family (Syn.)	188	90

The following program is included, but not ranked: World Wrestling Federation, 9.4, 229 stns., 96% coverage.

* Nielsen syndicated weekly pocketpiece

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fixed earth stations, "our initial strength." For Dalsat and most satellite equipment manufacturers, the new proliferation of private business data, voice and video networks accounts for many orders. Whether for corporations, government agencies or broadcasters, and whether in fixed or mobile application, the user-friendliness Dalsat claims for its automatic satellite locater led to six sales since it was exhibited in prototype last year, said Moore. On exhibit within an SNV this year, the locater requires the operator to enter only a satellite's name. From there, he said, "it calculates the azimuth, elevation and polarization for the operator."

Satcom, whose steerables are incorporated in Centro and Roscor SNV's, said Henderson, is also offering a one-piece flyaway steerable with approximately the same $180,000 price tag put on the fixed antenna. And it will be a flyaway, not a truck, that Satcom exhibits at the show.

Obviously a cheaper though less mobile option to the trucks, flyaways may be the most common satellite antenna equipment in or outside the exhibit hall. Edgewood, Ky.-based Midwest has expanded its flyaway offerings from one to six possible packages, ranging from about $135,000 to $258,000. Now offering a 2.4-meter dish, as well as its established 1.8-meter version, Midwest has "updated the electronics," said Executive Vice President Jay Adrick. Options include 200 w and 300 w phase-combined versions and a 300 w single thread version. The phase combining, said Adrick, provides redundancy and just under double the 200 w or 300 w powers to deal with the threat of rain fade.

As for the evolution of the state-of-the-art SNV, said Adrick, "the refinements are pretty well there." SNV sellers almost uniformly report that, once the buyer has settled on a basic truck that satisfies minimum network requirements with four to six equipment bays, some system redundancy and anywhere from a 2.3-meter to 3.7-meter dish—that much at an average price of just under $300,000—the options include more equipment bays to handle more editing decks, cameras and monitors and more complete system redundancy. The finished product will, as it did last year, cost an average $350,000, but averages can be somewhat misleading when, as Dalsat's Moore pointed out, "most all of our work is custom."

Another component, the communications package, has also grown more complex. The Skyswitch package, used by ABC, CNN and CBS, now allows operators to use as many as eight voice circuits simultaneously to coordinate end-to-end video transmission. "That is a big deal," said CBS NewsNet director Nell Donovan.

R • E • P • S

Continued from page 60.

Sales: Tony Fasolino, president, Torbet Radio.

One of two "megareps" that controls an estimated 90% of the national radio rep business, Interep traces its origins back to 1946. In that year, West Coast radio station owner Lincoln Dellar launched Western Radio Sales, a company that went through a series of ownership changes before arriving at its present status as an employe-owned operation.

Key to the company's development over the years has been CEO Ralph Guild, who joined the rep firm—then known as McGavren-Quinn—in 1957. Guild, a protege of Dellar, was at the forefront of the company throughout its years of tremendous expansion. Observing fragmentation in the radio industry that began to take hold earlier in this decade, the company—called McGavren Guild since 1965—chose to create a holding company, Interep, that was designed to own separately managed and competing rep firms.

In 1981 Interep began a series of acquisitions, internal mergers and start-ups, forming a group that today comprises McGavren Guild Radio, HNWH (acquired as Hillier, Newmark & Wechsler, 1981, Buckley Radio, 1981, and Bernard Howard & Co., 1982), Major Market Radio (acquired 1983), Durpetti & Associates (created 1985), Group W Radio Sales (created 1986), and Torbet Radio (acquired 1987).

Much of Interep's growth is now focused on The Radio Store, a marketing service that recently switched to full gear with the appointment of its own president, Ellen Hulleberg, a long-time Interep executive who most recently served as president of McGavren Guild Radio. The Radio Store offers a one-stop shopping source for advertisers and agencies, providing, among other services, promotional tie-ins, creative help and mixed media campaigns (combining radio with direct mail, for example, or with newspaper advertising campaigns).

The Radio Store, according to Interep, was created to address several alarming trends that began to develop in the 1980's: a declining growth rate for national spot radio, an increasing tendency toward regionalized buying, and a movement toward network and syndicated radio because of attractive pricing and audience targeting. Additionally, the company said it discovered that as much as 70% of advertising dollars were being directed toward promotions. Many of those promotions, ranging from bumper stickers to remote broadcasts, were being sold locally. Interep added that the advertising industry, subjected to mergers and acquisitions of its own, would be looking for such assistance as a way to insure bottom-line profit.

The following six companies, which collectively bill an estimated $400 million-$500 million annually, fall under the Interep umbrella.

■ *McGavren Guild Radio.* Taking its name after Daren F. McGavren and Ralph Guild, the company served as a starting block for Interep. Part of the growth of McGavren Guild's client list, which reaches more than 150 markets, came by taking over stations from Buckley Radio Sales, a former Interep company. The company had a change in leadership at the start of this year when Peter Doyle was named to replace former President Ellen Hulleberg, now president of The Radio Store.

■ *HNWH.* The company was originally formed as Hillier, Newmark & Wechsler in 1981 with executives Phil Newmark, president, Chuck Hillier, executive VP and central division manager, and Ira Wechsler, executive VP and western division manager. Its station base, boosted, in part, by the merger of Interep's Bernard Howard & Co. and Buckley Radio Sales, has major radio station clients in more than 100 markets.

■ *Major Market Radio.* The company, which had its origins as AM Radio Sales, was acquired by Interep in 1983. Its client list of 50 leading radio stations focuses on major market properties.

■ *Durpetti & Associates.* Launched in 1985 by Interep, the company was named after its president, Tony Durpetti, former executive VP, central division, of McGavren Guild Radio. The company is structured as a boutique full-service rep firm specializing in the top 100 markets.

■ *Group W Radio Sales.* Created by Interep in 1986 to represent Group W-owned stations, the company today represents 17 adult quality stations.

■ *Torbet Radio.* Interep's latest acquisition, the 22-year-old company was purchased along with Select Radio Representatives in 1987 from Reliance Capital Group Ltd. Partnership for $9.5 million (Reliance had earlier purchased John Blair & Co.)

Katz & Powell Radio Sales

☐ *Stations represented: approximately 150.*
☐ *Major clients: All Pro Broadcasting Inc., Sorenson Broadcasting Corp.*
☐ *Offices: 11.*
☐ *Ownership: Shelly Katz, Dennis Powell.*
☐ *Senior executives: Shelly Katz, president; Dennis Powell, executive VP, and Howard Weiss, VP, Midwest region.*

Katz & Powell was formed in October 1987 with the purchase of a portion of Masla Radio. Shelly Katz, a nine-year veteran of the rep business—first with Marv Roslin and later as a regional rep with his own company, Shelly Katz Radio Sales—said he started the company to extend his experience into the national arena. Prior to his entry into the rep business, he had been a station owner with properties in Florida (including an Orlando combination then known as WELE-AM-FM Ormond Beach).

"As a former station owner, it just boggles my mind how any station owner can justify the fact that different companies under the same umbrella are representing four or five stations within a market," said Katz, describing his company's independent philosophy.

Katz & Powell has about 35 salespeople whose collective background is centered on actual radio station experience. Plans are under way, according to Katz, to add one salesperson each in New York, Chicago and Los Angeles within the next three months. All but one person from the original sales staff, added Katz, are still with the company.

If Katz & Powell has any special qualities as an independent rep, said Katz, it is the company's ability to provide the type of service where radio stations can pick up the phone and talk to the boss.

Katz Radio Group

☐ *Stations represented: more than 1,400.*
☐ *Major clients: Capital Cities/ABC, Cox Enterprises Inc., Great American Broadcasting, Legacy Broadcasting Inc., Malrite Communications Group, Nationwide Communications Inc., NewCity Communications Inc., Park Communications Inc., Scripps Howard Broadcasting Co., Tribune Broadcasting Co.*
☐ *Offices: 14 cities.*
☐ *Ownership: Katz Communications, 100% held through employe ESOP.*
☐ *Senior Executives: Ken Swetz, president, Katz Radio Group; Charlie Colombo, president, Banner Radio; Bill Fortenbaugh, president, Christal Radio; Stu Olds, president, Katz Radio; Gene Bryan, VP, national sales manager, Katz Hispanic Radio Sales; Jerry Cregan, president, Republic Radio; Bonnie Press, VP, general manager, Katz Radio Group Network; Susan Wagner, VP, director, Katz Radio Group Marketing, and Bill Schrank, VP, director, Katz Radio Group Research.*

Although officially formed in 1984, this "megarep" has origins dating back more than a century. Started as a newspaper advertising rep firm known as the E. Katz Special Advertising Agency, the company took on its first radio clients in 1931. A separate radio sales division was established in 1935, launched with a list of carry-over and new clients that included WHN(AM) New York, WKY(AM) Oklahoma City, WCAO(AM) Baltimore, WDAE(AM) Tampa, Fla., and WMC(AM) Memphis. The list continued to grow in subsequent decades, but it was during the industry consolidation of the 1980's that the company blossomed into the major force it has become today.

Katz Radio expanded to become known as the Katz Radio Group in 1984 with the acquisitions of Republic Radio (formerly RKO Radio Sales) and Christal Radio. The company further expanded in 1987 through the formation of Katz Hispanic Radio Sales and, following the purchase of what was previously known as Blair Radio, the creation of Banner Radio.

The industry consolidation has allowed the Katz Radio Group to create several departments that benefit each of the separate companies: Katz Radio Group Farm Sales, specialists in selling radio in agricultural markets, Katz Radio Group Network, which enables advertisers to simultaneously buy radio spots on all or any combination of stations represented by the megarep, and Katz Radio Group Marketing, which promotes radio as a viable vehicle for advertising and promotion.

Katz Radio Group claims to also benefit from certain synergies with the Katz Television Group, formed by employe-owned parent company Katz Communications in 1976. According to Ken Swetz, president of the Katz Radio Group, both groups are developing programs that will develop the concept of a radio-television media mix. Marketing departments on both sides, he said, are setting up sales development ideas that include jointly targeted accounts.

"The future is in harnessing this tremendous lineup of stations that we have and getting away from just selling spots," said Swetz. Rather, the company is focusing on creative approaches to developing the overall marketing plans of advertisers. "Nationally," he said, "we have finally put ourselves in the position to make the transition from the traditional product sell into the customer-oriented marketing focus sell."

Swetz, who joined Katz Radio in 1969 as a salesman and has been president of Katz Radio Group since 1984, said an important advantage in being a megarep is the ability to sell entire marketplaces in addition to single stations. "On the developed sell," he said, "we can go in and we can say 'do you want a specific market, a specific region or total national?' "

"We are in a position to deliver, on average, in excess of a 50% share of every single marketplace," said Swetz, who heads a staff of 250 salespeople that bill about $500 million annually, according to the company. With the exception of Katz Hispanic, the Katz Radio Group generally describes itself as four companies competing for the same clients.

Each of the companies within the Katz Radio Group essentially shares the same structure, which includes a division head and two separate branches representing sales and sales goals. Each of the companies has its own sales and research staff. The full-service companies included under the Katz Radio Group umbrella include:

- ■ *Katz Radio.* Started as Katz Radio Sales in 1935, it is the original rep firm in the Katz Radio Group.
- ■ *Banner Radio.* Formed from acquisitions made in 1987 from Reliance Capital Group Ltd. Partnership, which had earlier purchased John Blair & Co.
- ■ *Christal Radio.* Founded by Henry Christal, the company, with its list of clear channel market leaders, was acquired in 1984.
- ■ *Republic Radio.* Purchased in 1984, the company list originally consisted of the former RKO Radio stations.
- ■ *Katz Hispanic.* Launched in 1987 by Katz Radio, the company initially represented eight Tichenor Media System Inc. radio stations but has grown to 33 Hispanic stations nationally.

Roslin Radio Sales

☐ *Stations Represented: 250.*
☐ *Major Clients: The Daytona Group, Federal Broadcasting Co., Fritz Broadcasting Inc., Greater Media Inc. and Heritage Media Corp.*
☐ *Offices: 8.*
☐ *Ownership: Marv Roslin.*
☐ *Senior Executives: Marv Roslin, president.*

Roslin Radio Sales founder and President Marv Roslin described his company as providing "personal service, hands-on management, and the willingness to embark on the conceptual sell." Roslin formed the company in 1974 after leaving as a partner with White, Roslin, Hafemann Advertising, New York. The company's growth over the years included a boost in 1986 with the purchase of several stations represented by Interep's Weiss & Powell.

Since Roslin Radio Sales is relatively small in comparison to the megareps that grew up around it during the 1980's, Roslin said his company is able to offer "direct responsiveness" to client requests. "We're not selling on the basis of aggregate audience statistics," he added.

Roslin Radio Sales, which reported billings of approximately $11 million last year, is looking at special programing as a growth area. Examples of such programing, said Roslin, include sports events and informational programs focusing on medical or financial news. "I think this is where we have to go in order to develop the markets for our radio stations," he said.

"We also want to get involved more with AM stations that have excellent facilities, because we believe that the information wave will become even more important within the context of radio," said Roslin. "Those people who want to address specific markets will find AM radio stations far more capable of dealing with it than their counterparts on the FM dial." ■

By George Mannes, Rich Brown
and Geoff Folsie

C1750-1
3/29/89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 27

Our Relationship Is Going So Well, We Decided To Move In Together.

For the past three years we've worked together. Shared a common goal to broadcast the highest quality news possible. Now, we're happy to report, we'll be sharing something new. The same address in Washington D.C.

Conus Custom Services provides satellite technology for the Hearst Broadcasting Washington News Bureau serving the six Hearst television stations; WTAE Pittsburgh, KMBC Kansas City, WISN Milwaukee, WDTN Dayton, WBAL Baltimore and WCVB Boston. We welcome them aboard.

And for information on how Conus can serve you from the nation's capital call (202) 955-7370.

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Custom Services
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Washington, D.C. 20

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CONGRESSNL INFO SRV **SAMPLE
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58th Year 1989

CABLE REVENUES

NETWORK DEREG

Vol. 116 No. 13

Broadcasting Mar 27

ABC's change of command...

Brandon Stoddard resigns as ABC Entertainment president to oversee network's in-house program development. In his place: Robert Iger, ABC Television Network Group executive vice president. **PAGE 27.**

Stoddard

Iger

Oprah's many hats...

Oprah Winfrey says she likes to invest in "things that I know"—whether it be as talk show host, studio owner, executive — producer, actress, restaurateur or station owner. **PAGE 35.**

Winfrey

28/NETWORK DEREG

ABC, NBC and CBS continue negotiations with Hollywood on financial interest and syndication rules. Little progress has been made and stage is being set for major public policy debate on issue.

30/SUBS FOR SALE

Centel Corp. sells six groups of cable properties reaching 575,000 subscribers for more than $1.4 billion.

31/CABLE GROWTH

Pointing to such factors as increasing penetration, larger audiences and strengthening of local advertising, analysts predict cable's healthy first-quarter revenue growth will continue.

34/AIMING AT CUBA

House committee approves authorizing legislation containing funding for TV Marti—television station that would broadcast news, information and entertainment to Cuba.

36/FRED INC.

Former top ABC executives Fred Pierce and Fred Silverman form production company focusing on original live and taped programing.

43/HDTV ON DISPLAY

BROADCASTING's preview of technological offerings on display at National Association of Broadcasters' convention examines high-definition television.

45/CABLE SALUTE

Cable industry readies for its third annual National Cable Month, highlighting individual services and expanding promotional campaigns to attract new subscribers.

48/NEWS WHEEL

NBC correspondent Connie Chung joins CBS News, and CNN's Mary Alice Williams moves to NBC. Both are returning to their previous employers, receiving higher salaries and increasing their anchor responsibilities.

61/INVESTING OVERSEAS

Domestic and foreign finance and media executives discuss benefits and down sides to American investment in European media.

54/GLOBAL NETWORK

Christian Science church's new worldwide shortwave radio news and information network, when finished, is expected to be world's most powerful privately owned shortwave system.

Cypress Creek, S.C. transmission site

63/LEGAL GROUNDWORK

U.S. district court judge issues preliminary rulings in *Preferred Communications v City of Los Angeles*.

87/AT THE HELM

Since taking over as CBS Radio Division president last August, Nancy Widmann has overseen, among other things, signing of four-year contract with Major League Baseball, addition of sports and Hispanic divisions at network's rep firm and expansion of company's properties.

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contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable home dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

Comments filed in January and February on FCC's proposed requirement that permittees be assigned pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum, were split. Proponents of 32-channel services from single slot said pairing would double costs to

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,934	265	5,199
Commercial FM	4,167	653	4,820
Educational FM	1,378	256	1,634
■ Total Radio	10,479	1,174	[illegible]
FM translators	1,676	410	2,086
Commercial VHF TV	545	22	567
Commercial UHF TV	515	233	748
Educational VHF TV	120	6	126
Educational UHF TV	217	29	246
■ Total TV	1,397	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	[illegible]	1,713	[illegible]
VHF translators	2,721	116	2,837
UHF translators	2,106	437	2,543

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

ogy Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

May 11—Presentation of National Media Owl Awards by ***Retirement Research Foundation*** for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

May 11-15—*American Women in Radio and Television* 38th annual convention. Theme: "Taking Charge of the Future." Waldorf-Astoria, New York. Information: (202) 429-5102.

May 14-16—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television.* Waldorf-Astoria, New York. Information: (202) 429-5102.

May 16—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

May 17—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio.* St. Francis hotel, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

May 21-27—*Input '89,* international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers.* Plaza hotel, New York. Information: (212) 586-2000.

May 22-24—*Association of National Advertisers* creative advertising media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

May 23—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by ***Long Island Advertising Club.*** John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

■ **May 24**—Entertainment and sports conference, sponsored by ***Foundation for Accounting Education.*** Grand Hyatt, New York. Information: (212) 973-8374.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June

June 2-4—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

June 4-10—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

June 5—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

June 8-10—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

June 8-11—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax: (914) 238-5040.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

MEETING NOTICE — DIGITAL AUDIO INTERFACING

National Association of Broadcasters is covening a meeting of a newly formed Digital Audio Interfacing Committee to investigate the status of digital audio interfacing standards as they relate to broadcasting, and make recommendations toward achieving a single, universally accepted and technically complete format.

It will take place during the 1989 NAB Convention in Las Vegas, on Sunday, April 30, in Convention Center Meeting Room 17, from 10 am to 12 noon (moved from previously scheduled date of April 27).

Reps from the broadcast industry, professional audio and broadcast equipment manufacturers, and others are welcome.
For information, contact Stan Salek, NAB, (202) 429-5391.

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg. U.S. Patent Office. □

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(BROADCASTING, Feb. 13).

NBC started off the season with the most comedies in its schedule, 14, and currently has the most in development, 19, followed by CBS's 18 and ABC's 15.

The most "distinctive" comedy projects at NBC, as described by Perry Simon, senior vice president, prime time series, include four series commitments:

■ *Nutt House*, developed by Mel Brooks for Walt Disney Television, about the zany goings-on in a New York City hotel.

■ *Morton's by the Bay*, from Weintraub Entertainment and NBC Productions, stars Nell Carter as secretary to the owner of a banquet hall.

■ *F.M.*, from MTM, stars Robert Hays as the harried program director of a small public radio station.

■ *Nikki & Alexander*, a *Night Court* spin-off from that show's executive producer, Reinhold Weege, about a beautiful Russian immigrant and the Washington bachelor (Tim Matheson) she becomes involved with.

In the pipeline for next mid-season are three additional adult comedy series commitments to Bill Cosby and Carsey-Werner; Gary David Goldberg, and Peter Casey, David Angel and David Lee.

The network's drama highlights include three series commitments:

■ *Orleans*, a new drama from Terry Louise Fisher, her first since *L.A. Law*, about two New Orleans families (Touchstone).

■ *Hardball*, Frank Lupo project about a mismatched cop team (Columbia and NBC Productions).

■ *Hanna*, a new Michael Mann cop show, based in Los Angeles.

At ABC, there are three comedy series commitments in the hopper for next fall:

■ Stephen Bochco's first project under his new exclusive agreement with ABC—*Doogie Howser, M.D.*, about a 15-year-old wunderkind who is a medical intern.

■ *I'm Here*, a coming-of-age series about an aspiring filmmaker (Reeve Entertainment).

■ A Jackie Mason project, untitled, about a retiree who discovers a second career working with inner-city youths (Carsey-Werner).

Other ABC comedy highlights:

■ *Club Fed*, from Garry Trudeau, a satire about a minimum security prison (Universal).

■ *A Girl's Life*, about a single psychologist and the mother who wonders why she can't find "Mr. Right" (Imagine).

■ A *Perfect Strangers* spin-off, *Family Matters*, with Harriet, the outspoken elevator operator (Jo-Marie Payton-France) leading an ensemble cast (Lorimar).

■ *Past Imperfect*, with Howie Mandel, is about a 30-year-old at a turning point in his life (Castle Rock). □

Clark in 1950's

New bandleader. *American Bandstand*, a television staple for the past 37 years, is undergoing two major changes. Last week, Dick Clark, host of the show for the past 33 years, announced that this will be his last season. In addition, the show, which started on ABC and has been syndicated since September of 1987, will move to the USA Network beginning April 8 (at noon to 1 p.m.).

Clark, who became the show's sole host in 1956, said in announcing his retirement from the show: "This is actually an exciting day for me. After 33 years I finally decided it was time to give someone else a chance." During the show's premiere broadcast on USA Network, Clark will turn over the microphone to his successor, David Hirsch, a 26-year old Detroit native who was selected for the hosting job after an audition. Prior to his appointment, Hirsch had been working at dick clark productions as a segment producer for USA Network's *USA's Camp Midnite*, a late night talk show that airs on the network on Friday nights.

The show began its run in September 1952 on WFIL-TV Philadelphia, with Bob Horn and Lee Stewart as its hosts. The show, with Clark as its host, began airing on ABC in August 1957.

NBC wins week 26; ABC, CBS tie for news win

NBC won the prime time week (ended March 19) with a 15.4 rating and a 25.2 share. ABC came in second with a 13.1/21.5, while CBS pulled in a 12.7/21. ABC's *Roseanne* took the top spot for the week with a 26.1/38, bumping NBC's *Cosby* to second (24.2/39).

In the evening news race, ABC and CBS tied for first with a 10.4/20. NBC had a 9.6/19.

Nielsen □		Net □	Show
1	26.1/38	A	Roseanne
2	24.2/39	N	Cosby Show
3	23.5/36	A	ABC Sunday Movie
4	22.7/36	N	Different World
5	22.5/35	N	Cheers
6	22.3/38	C	60 Minutes
7	20.4/30	A	Wonder Years
8	20.3/34	N	Golden Girls
9	20.2/32	A	Who's the Boss?
10	19.5/30	A	Anything But Love
11	19.5/32	N	Unsolved Mysteries
12	18.6/32	N	Empty Nest
13	18.5/29	N	Dear John
14	18.1/27	C	CBS Sunday Movie
15	17.9/34	N	Hunter
16	17.8/29	A	Growing Pains
17	17.7/28	N	Night Court
18	17.4/26	N	In the Heat of the Night
19	17.0/30	C	Knots Landing
20	17.0/26	N	Matlock
21	16.8/26	N	ALF
22	16.4/26	A	Head of the Class
23	16.2/25	C	Designing Women
24	16.2/25	C	Murphy Brown
25	16.0/26	N	NBC Monday Movie
26	15.8/27	C	Jake and the Fatman
27	15.8/27	N	Amen
28	15.8/24	N	Hogan Family
29	15.4/27	A	Full House
30	15.2/23	A	MacGyver
31	15.1/23	N	NBC Sunday Movie
32	14.4/22	N	Family Ties
33	14.3/23	N	My Two Dads
34	14.0/25	A	Perfect Strangers

© 1989 Nielsen Media Research, Arbitron

Nielsen □		Net □	Show
35	14.0/24	N	Midnight Caller
36	13.8/25	N	227
37	13.7/23	A	Mr. Belvedere
38	13.2/23	A	thirtysomething
39	13.1/24	A	20/20
40	13.1/22	C	Dallas
41	13.1/20	C	Kate and Allie
42	13.0/22	A	Just the Ten of Us
43	13.0/20	C	Newhart
44	12.9/22	N	L.A. Law
45	12.5/20	A	ABC Mystery Movie
46	11.8/21	C	Falcon Crest
47	11.5/18	C	Paradise
48	11.4/17	A	Over the Edge
49	11.4/20	N	Nightingales
50	11.3/18	C	CBS Tuesday Movie
51	10.9/17	A	Coach
52	10.9/16	F	Married. With Children
53	10.9/19	N	Father Dowling Mysteries
54	10.7/17	A	Hooperman
55	10.7/17	C	Murder, She Wrote
56	10.4/17	C	48 Hours
57	10.3/18	C	Beauty and the Beast, special
58	10.3/16	F	America's Most Wanted
59	10.2/18	A	China Beach
60	9.8/16	N	Magical World of Disney
61	9.6/17	A	Mission: Impossible
62	9.4/15	A	Dynasty
63	9.2/17	N	Miami Vice
64	8.8/15	C	World Figure Skating Champ
65	8.4/14	C	Hard Time on Planet Earth
66	8.2/15	C	Beauty and the Beast
67	8.1/14	A	Man Called Hawk
68	7.9/13	A	Flight-Navigator, part 2

* Nielsen syndicated weekly pocketpiece

Nielsen □		Net □	Show
69	7.7/14	C	West 57th
70	7.1/12	F	21 Jump Street
71	6.7/11	A	Great Circuses of the World
72	6.3/11	A	Heartbeat
73	6.0/10	F	Cops
74	5.9/11	A	Murphy's Law
75	5.2/9	F	Reporters
76	4.2/7	F	Beyond Tomorrow
77	3.9/6	F	Garry Shandling Show
78	3.0/4	F	Tracey Ullman Show
79	2.6/4	F	Duet

Cassandras *

(Week ending March 12)

	Rtg.	Show	Stns.	Covg.
1	15.9	Wheel of Fortune (Syn.)	230	99
2	13.9	Jeopardy	210	97
3	11.8	Cosby	197	97
4	10.1	Star Trek	237	97
5	9.6	Oprah Winfrey Show	213	98
6	9.4	Wheel of Fortune (Wknd.)	211	93
7	7.4	Entertainment Tonight	164	92
8	7.2	Current Affair	145	89
9	7.1	Donahue	226	99
10	6.9	Geraldo	194	98
11	6.5	People's Court	189	94
12	6.1	Cagney and Lacey, special	128	88
13	5.8	USA Today (Mon.-Fri.)	148	93
14	5.7	Ducktales	184	94
15	5.6	War of the Worlds	224	96

The following program is included, but not ranked: World Wrestling Federation, 9.4, 240 stns., 97% coverage.

C1750-1
4/3/89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 3

C-SPAN: Private industry committed to public service.

IN 1977, the House of Representatives voted to allow television coverage of its proceedings. Bob Rosencrans was then president of a large cable company known as UA-Columbia.

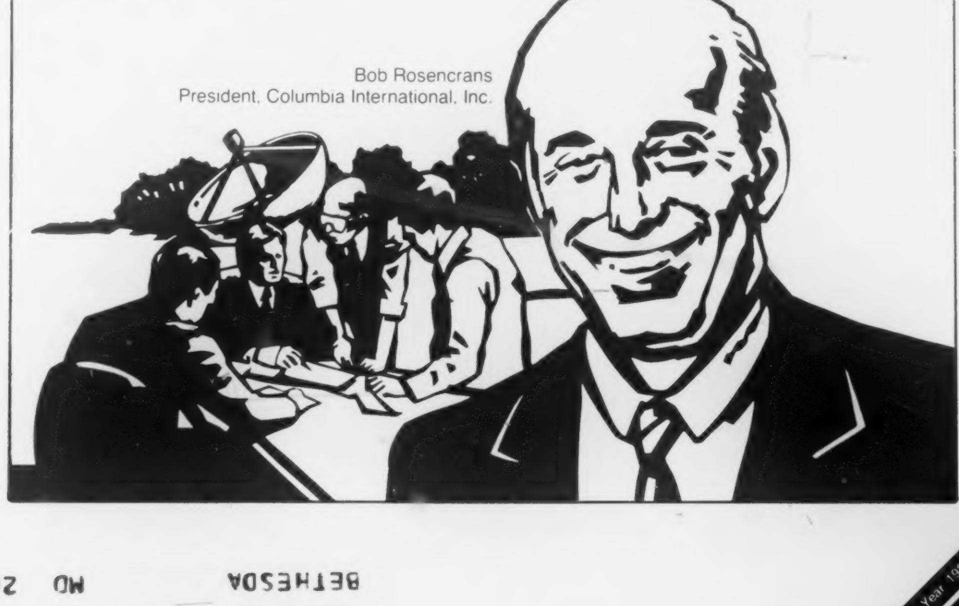
The son of Russian and Austrian immigrants, Bob grew up in New York during the New Deal and World War II. "We were a very idealistic family," he recalls.

The idea of creating a cable public affairs network to televise Congress was being widely discussed. While many saw value in the concept, Bob and his business associate, Ken Gunter, were ready to move ahead. Together they made the initial contribution to start C-SPAN. What better gift, they asked, could this growing private industry make to the American people than live gavel-to-gavel coverage of the United States Congress?

Bob Rosencrans' contribution proved to be only the first step as other cable industry leaders soon followed suit. The result was enough seed money to enable cable's public affairs channel to launch successfully, with Bob as its first chairman.

Thanks to Bob Rosencrans' continuing efforts, C-SPAN is a true cable cooperative, enthusiastically supported by another idealistic family – 40 of the industry's top companies.

C-SPAN
Tenth Anniversary
1979-1989



Bob Rosencrans
President, Columbia International, Inc.

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Hispanic Broadcasting □ C-SPAN turns 10

Broadcasting Apr 3

Vol. 116 No. 14

Cable inroads... TIO's last Roper study of attitudes toward TV says viewers rank cable television higher than broadcast stations in terms of programing quality and variety, and broadcast services receive high marks for news coverage. **PAGE 27.**

Moving into the mainstream... BROADCASTING's special report on Hispanic broadcasting examines $400 million-plus business in growing market served by stations, broadcast and cable networks, rep firms and advertising agencies. **PAGE 37.**

Ten years and counting... It's been 10 years since Cable-Satellite Public Affairs Network opened window on Washington. It has since made its name not only by

C-SPAN

covering House and Senate, high-profile 15% of political iceberg, but by documenting other 85%, hearings and association meetings, press conferences and speeches, that are undeniable—and now accessible—currency of politics. **PAGE 62.**

27/**REVISING RENEWAL**
FCC moves to curb "abuses" of its comparative renewal and petition to deny processes.

32/**DISTRESS TEST**
U.S. Court of Appeals declares distress sale policy unconstitutional.

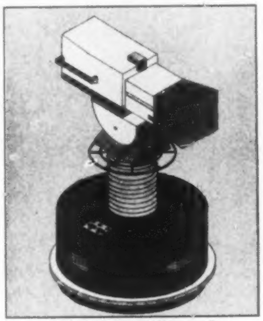
34/**EAST MEETS WEST**
Eastman Radio wins representation of Westwood One's three owned-and-operated radio stations and Malrite Communications FM station.

52/**BARTER DEBATE**
Panelists examine growth of barter syndication during Upfront '89 conference in New York.

57/**INDECENT EXPOSURE**
FCC and 17 media and public interest groups take interest in dial-a-porn case, seen as preview of broadcast indecency decision.

56/**SONY'S SWITCHERS**
Sony Broadcast Products Co. broadens its offerings to include production switchers.

55/**BEHIND THE LENS**
Although manufacturers say there are few technological breakthroughs to report in cameras, their increasing applications for field and studio are expected to be evident at NAB convention.



Artist's rendition of A.F. Associates' RoboPed

71/**BUSH STYLE**
President George Bush brings his own style to dealings with White House press.

72/**REPERCUSSIONS**
As United States negotiates for frequency for TV Marti test, Florida stations report that power increases of Cuban outlets on their frequencies are drowning them out, possibly in retaliation for Radio Marti. One affected: Adib Eden Jr.'s (above) WRFM(FM) Hialeah, Fla.

73/**AM STEREO**
With patent infringement battles over AM stereo technology continuing, many stations are waiting before trying it. In meantime, those AM stations that have chosen to broadcast in stereo look for new ways to promote that fact.

95/**NEWSMAN FOR ALL SEASONS**
Although NBC News President Michael Gartner has built his career on printed word, he says his approach to electronic media is still same.

96/**SNOW SUIT**
Walt Disney Co. files suit against Academy of Motion Picture Arts & Sciences for what Disney considers unauthorized use of its Snow White character on Oscar show.

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Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

- Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

House Telecommunications Subcommittee members and government and industry witnesses at hearings held March 8-9 questioned State Department's support for 1,125/60 HDTV production system before CCIR. Following hearings, Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), latter chairman of parent Energy and Commerce Committee, sent letter to State Department asking it to discontinue support for 1,125/60 while U.S. government's decision is reconsidered by Commerce Department.

Commerce's National Telecommunications and Information Administration recently received comments on inquiry into HDTV production systems. Opinion over whether U.S. government should continue to support establishment of 1,125/60 as world standard was split. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Commerce Secretary Robert Mosbacher told lawmakers at March 8 hearing he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	**4,948**	**268**	**5,216**
Commercial FM	**4,174**	**676**	**4,850**
Educational FM	**1,383**	**257**	**1,640**
• Total Radio	[illegible]	[illegible]	[illegible]
FM translators	**1,689**	**392**	**2,081**
Commercial VHF TV	**545**	**24**	**569**
Commercial UHF TV	**517**	**229**	**746**
Educational VHF TV	**121**	**6**	**127**
Educational UHF TV	**217**	**28**	**245**
• Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	**300**	**205**	**505**
UHF LPTV	**324**	**1,508**	**1,832**
• Total LPTV	[illegible]	[illegible]	[illegible]
VHF translators	**2,717**	**118**	**2,835**
UHF translators	**2,111**	**457**	**2,568**

CABLE†

Total subscribers	**49,538,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**54.8%**
Pay cable penetration	**32%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

368-3553.

April 10-12—*Association of National Advertisers* media strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

■ **April 11**—"Minorities in the Media: No Shortcuts," seminar sponsored by *Center for Communication*. General Electric auditorium, New York. Information: (212) 836-3050.

April 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Lustgarten, president, CEO, Rainbow Program Enterprises. Copacabana, New York. Information: (212) 765-2450.

■ **April 12-13**—*Museum of Broadcasting* seminar, "Radio with Personality," featuring radio personalities John Gambling, Jim Lowe, Dave Herman, Joe O'Brien, Dick Purtan, Cleveland Wheeler, Alan Colmes, Mike Feder, Marty Glickman, Bill Randle and Alison Steele. Museum, New York. Information: (212) 888-7385.

April 12-14—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

April 12-14—*Indiana Broadcasters Association* spring conference. Carlton Lodge, Merrillville, Ind.

■ **April 13**—*Women in Cable, Chicago chapter*, meeting, "Workforce 2000." Holiday Inn O'Hare, Chicago. Information: Claire Wilkenson, (312) 530-4477.

April 13-16—"High Standards," *American Medical Association* health reporting conference. Sheraton Boston hotel, Boston. Information: (312) 645-5102.

April 14—"Public Policy to Improve Children's Television: What Other Countries Are Doing," colloquium co-sponsored by *Annenberg Washington Program* and *American Children's Television Festival*. Annenberg Program, Willard office building, Washington. Information: (202) 393-7100.

April 14-15—Reunion of former employes of WTBC and WUOA, from 1946 to 1984, in connection with *University of Alabama*. Information: Ed Mullins, (205) 348-5520.

April 15—12th annual Great Lakes Radio Conference. *Central Michigan University*, Mount Pleasant, Mich. Information: David Schock, (517) 774-7277.

April 15—KCSM-FM-TV San Mateo (San Francisco Bay area) "alumni reunion." Information: Nancy Eddy, (415) 883-0174 or P.O. Box 961, Novato, Calif. 94948.

April 17-19—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

April 18—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

■ **April 19**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Topic: "The 1990's: the Interactive Decade." Speakers: Phil Boyer, senior VP-international and program development, Capital Cities/ABC Video Enterprises; Norman Horowitz, president-CEO, MGM/UA Telecommunications; Ronald A. Katz, president/CEO, FDR Interactive Technologies, and Lee Masters, executive VP-general manager, MTV: Music Television. Copacabana, New York. Information: (212) 765-2450.

April 19-22—Seventh annual National Hispanic Media Conference, hosted by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 20—*International Radio and Television Society* newsmaker luncheon. Speakers: Geraldo Rivera and Sally Jessy Raphael, talk show hosts; Bud Carey, VP-general manager, WNBC-TV New York, and Marvin Kitman, media critic, *Newsday*. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 20-21—*National Association of Telecommunications and Advisors* regional telecommunications conference. Adam's Mark hotel, St. Louis.

April 21—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. Chicago Hilton, Chicago. Information: Sarah Key, (213) 282-8801.

April 21—*National Academy of Television Arts and Sciences* presidents' programing conference. Weston hotel, Atlanta. Information: Trudy Wilson, (212) 586-8424.

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 24—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programing in Hollywood, sponsored by *National Academy of Cable Programing* during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor, (202) 775-3611.

April 24—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. New Orleans Hilton, New Orleans. Information: Sarah Key, (213) 282-8801.

■ **April 26**—*Canadian Association of Broadcasters* forum, "Taking the Lead," "a far-ranging plan that sets the course for private broadcasting in the 1990's." King Edward hotel, Toronto. Information: (613) 233-4035.

April 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Gartner, president, NBC News. Copacabana, New York. Information: (212) 765-2450.

April 27—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

April 27-29—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of *Davis, Graham & Stubbs* and *HDTV Newsletter*. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

April 28-29—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 29-May 3—37th general assembly of World Federation of Advertisers, hosted by *Association of National Advertisers*. Washington. Information: (212) 697-5950 or (202) 659-3711.

April 30—*Digital audio interfacing committee* meeting. Meeting room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

May

■ **May 1**—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National

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□

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□

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as the White House, Capitol Hill, the Federal Reserve and the FDA; *Market Movers,* live reports from Hillary Johnson focusing on corporate takeovers and leveraged buyouts, and *Money Management,* live interviews with money managers or personal finance experts. According to a CNBC spokesman, not all segments will necessarily appear every day, and others may be added as the need arises.

Progams will originate from CNBC's studios in Fort Lee, N.J., and will include stories from CNBC bureaus in Los Angeles, Washington, London and Tokyo. The team of daily anchors includes Gail Buckner, Leslie Carde, Lois Hart, Sue Herera, Dean Shepherd, John Stehr and Dave Walker.

CNBC executive producer Bob Davis and Peter Sturtevant, director of news programing, will oversee three production teams. □

Imagine

Paramount Pictures Corp. has created Paramount Images, a new division created to produce television commercials for its advertising clients. Paul Babb has been named the executive producer of the unit. Said Babb, who was most recently executive producer at the Haboush Co.: "I am delighted to be working with Paramount and look forward to a rewarding creative association with the best studio in town. Paramount has brought together a diverse group of directors to give our clients a wide range of style and approach to commercial production." Among the directors assembled are Bob Carmichael, James Contner and Victor Haboush. Guest directors who will work on projects include Bob Clark, Joe Dante, Steve Miner and Leonard Nimoy. Clients to date include McDonald's, Subway Sandwiches, Quaker Oats' Kibbles and Bits, The Houston Chronicle, Friskies and Crayola Crayons, said Babb.

Syndication■Marketplace

Casablanca IV said its mini-series, *Champagne Charlie,* to air this spring, has cleared 36 of the top 40 markets covering 75% of the country. The barter program is about the life of 19th century champagne czar, Charles Heidsieck.

□

Kushner-Locke Co. has announced four new two-hour prime time syndication specials for this year. *The Hunt for Stolen War Treasures...Continues,* is a sequel to the previously announced *Hunt for Stolen War Treasures* that airs April 24. The sequel is scheduled for late summer. Linda Yellen serves as executive producer on both projects. Next fall the company will offer *The Drug Lords-...Live,* examining illicit drug trafficking. A two-hour Halloween special, as yet untitled, will be produced by Robert Englund ("Nightmare on Elm Street"). The fourth new special is *The Weapons of War...World War III,* which will examine technological innovations in weaponry. *Weapons* is slated for a December telecast.

□

Orbis Communications reports its upcoming special, *See Dick & Jane Cheat & Steal: Teaching Morality to Kids,* has cleared 172 markets covering 98% of the country. Produced by Arnold Shapiro (*Scared Straight*), the one-hour special is said to examine "our national ethics crisis." Actor-producer Tom Selleck hosts.

□

ITC Distribution, Studio City, Ca., said it has cleared its new weekly *Secrets and Mysteries* in six of top 10 markets, including WCBS-TV New York, KABC-TV Los Angeles, and WPWR-TV Chicago. So far more than 30 stations have cleared show, which explores occult and supernatural, and is scheduled to debut next fall.

Week 27 delivers 37 million households, ABC wins news

NBC won the prime time week ended March 26 with a 14.9 rating and a 25 share. ABC came in second with a 14.4/24.1. CBS claimed an 11.6/19.5. In the evening news race, ABC's *World News Tonight* won the week with its 10.8/20 over CBS's 10.5/20 and NBC's 9.6/19.

ABC and NBC won three nights each, leaving CBS with a Sunday-night win. ABC won Monday, Tuesday and Friday, while NBC took Wednesday, Thursday and Saturday.

	Nielsen	Net	Show
1	25.7/38	A	Roseanne
2	24.5/38	A	ABC Monday Movie
3	22.5/38	N	Cosby Show
4	21.8/34	A	Who's the Boss?
5	20.8/32	A	Wonder Years
6	20.5/36	N	Golden Girls
7	20.0/33	N	Day by Day, special
8	19.8/32	N	Cheers
9	19.6/35	N	Empty Nest
10	19.5/33	N	L.A. Law
11	18.9/29	A	Anything but Love
12	18.0/28	N	ALF
13	17.8/35	C	60 Minutes
14	17.6/29	A	Growing Pains
15	17.4/28	A	Head of the Class
16	17.0/28	N	Dear John
17	16.9/28	C	Murder, She Wrote
18	16.7/27	N	Unsolved Mysteries
19	16.4/25	N	Hogan Family
20	16.4/31	N	Hunter
21	16.1/27	N	Peter Pan
22	16.0/25	N	Night Court
23	15.8/24	N	In the Heat of the Night
24	15.7/26	A	Full House
25	15.6/27	A	thirtysomething
26	15.6/29	A	20/20
27	15.6/25	C	Jake and the Fatman
28	15.1/25	A	Mr. Belvedere
29	15.1/22	C	Designing Women
30	14.9/25	N	NBC Sunday Movie
31	14.7/26	A	ABC Sunday Movie
32	14.6/22	C	Murphy Brown
33	14.3/22	A	MacGyver
34	14.2/23	A	Just the Ten of Us
35	14.0/22	N	My Two Dads
36	13.8/25	N	Bob Hope Easter Special
37	13.6/21	C	Newhart
38	13.3/22	A	Perfect Strangers
39	12.9/23	N	Nightingales
40	12.8/21	C	CBS Sunday Movie
41	12.6/20	C	Live-In
42	12.5/20	A	Coach
43	12.5/19	N	Highway to Heaven, special
44	12.4/19	C	Heartland
45	12.4/22	C	Wiseguy
46	12.4/19	N	NBC Monday Movie
47	11.9/20	C	Kate and Allie
48	11.8/21	N	AFI Achievement Award
49	11.7/21	N	Super Bloopers and Jokes
50	11.3/19	C	CBS Sports: NCAA Champ., Thu. 1
51	11.2/18	A	Hooperman
52	11.2/23	C	CBS Sports: NCAA Champ., Fri. 2
53	11.1/20	A	China Beach
54	11.1/19	C	CBS Sports: NCAA Champ., Fri. 1
55	11.1/22	C	CBS Sports: NCAA Champ., Thu. 2
56	10.9/18	A	Dynasty
57	10.4/17	F	Married...With Children
58	10.3/19	C	Bugs Bunny Easter Special
59	10.0/17	F	America's Most Wanted
60	9.8/15	C	Tour of Duty
61	9.7/17	C	NCAA Champ. pregame, Fri.
62	9.4/17	N	Magical World of Disney
63	9.2/15	C	Hard Time on Planet Earth
64	9.0/17	C	NCAA Champ. pregame, Thu.
65	8.8/15	A	Man Called Hawk
66	8.7/16	A	Mission: Impossible
67	8.5/14	C	CBS Tuesday Movie
68	8.2/14	A	ABC Family Classic
69	8.1/14	A	Heartbeat
70	7.8/15	C	West 57th
71	6.4/12	A	Men
72	6.2/11	F	Cops
73	5.9/11	F	21 Jump Street
74	5.2/9	F	Reporters
75	5.0/8	F	Garry Shandling Show
76	4.5/8	C	TV 101
77	4.5/7	F	Tracey Ullman Show
78	4.4/8	F	Beyond Tomorrow
79	3.9/7	F	Duet

Cassandras *

(Week ending March 19)

1.	15.3	Wheel of Fortune (Syn.)	230	99
2.	13.1	Jeopardy	214	97
3.	11.0	Cosby Show	197	97
4.	9.6	Universal Pic. Debut Net.	140	95
5.	9.4	Wheel of Fortune (Wknd.)	195	92
6.	8.9	Star Trek	235	97
7.	8.7	Oprah Winfrey Show	217	99
8.	7.1	Current Affair	145	88
9.	7.0	Entertainment Tonight	161	92
10.	6.6	Donahue	224	99
11.	6.5	Geraldo	192	99
12.	5.9	Mama's Family (Syn.)	190	92
13.	5.8	Star Search	143	94
14.	5.7	People's Court	189	94
15.	5.6	Superboy	174	92

The following programs are included, but not ranked:

5.7	All Pro Wrestling Net.	83	76
5.9	Wrestling Network	143	90
10.1	World Wrestling Fed.	232	96

* Nielsen syndicated weekly pocketpiece

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C1750-1
4/13/89

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 10

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•PARIS
•COLOGNE
•LUXEMBOURG
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Beginning of the End

Vol. 116 No. 15

Broadcasting Apr 10

End of an era...

After nearly eight years of government service—two as FCC chairman—Dennis Patrick says he will resign, confident of leaving "an important legacy." **PAGE 27.**

Patrick

Two heads are better than one...

ABC splits its entertainment division in two, with Robert Iger responsible for prime time and Michael Brockman, who joins network from CBS, overseeing new division comprising daytime, children's and late-night entertainment. **PAGE 30.**

NBC's prime time victory...

Arbitron market-by-market sweeps figures document NBC's victory and CBS's strong second place. **PAGE 35.**

31/NO APPEAL

NCTA board votes not to appeal FCC's reimposition of syndicated exclusivity.

34/TV AT 50

Fiftieth anniversary of television's unveiling at 1939 World's Fair will be commemorated at various venues, including Smithsonian exhibit that includes these school lunch boxes and thermos sporting popular TV shows of day.

40/LATE SHIFT

WNBC-TV New York moves *Inside Edition* to 2:30 a.m. King World says program is firm go for 1989-90.

41/DISNEY DILEMMA

Disney-owned KHJ-TV Los Angeles runs ads promoting two Disney-produced series airing on competing stations in market.

42/UNDER ONE ROOF?

As noncommercial TV's annual meeting in San Diego gets under way, system looks at options to centralize its program decisionmaking process.

46/LION OF A SALE

Australia-based Qintex Group buys portion of MGM/UA as part of billion-dollar deal. Latter's majority shareholder will buy back parts of MGM/UA, including its TV production unit and library, name and lion.

52/JOINT VENTURE

Britain's second largest commercial program producer teams up with two veteran U.S. producers to form Zodiac Inc.

56/FOR EFFECT

For those looking for new spins, colors and ways to manipulate images, there will be plenty of graphics and special effects hardware on display at NAB '89.

60/SOVIET VIEW

BROADCASTING talks to top Soviet TV engineer about need for global HDTV standard and why some in U.S. question Soviet involvement.

62/NEW ENTRY

New multiple-format, satellite-delivered service, Braiker Radio Services, joins already stiff competition.

76/FAIRNESS STUDY

Study authored by Jim Donahue of Essential Information (group founded by Ralph Nader) says deregulation has led to fewer public affairs shows on TV. FCC and NAB disagree.

Donahue and Nader

74/NAB PUSH FOR REREGULATION

NAB President Eddie Fritts says "the time has come" to call on Congress for reregulation of cable industry.

95/WORLDVISION VIEW

Former college athlete John Ryan now quarterbacks one of largest TV program distributors as president-CEO of Worldvision Enterprises.

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Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (Broadcasting, Oct. 31, 1988).

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (Broadcasting, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

■ *Telco-cable*—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (Broadcasting, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are still pending.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

■ FCC's advisory committee on advanced television service (ATS) is preparing to approve second interim report on progress toward recommendation of HDTV transmission standard. ATS Chairman Richard Wiley has sent draft of report to members of group's "blue ribbon" committee. It is expected to be approved during meeting of group on April

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	**4,948**	**268**	**5,216**
Commercial FM	**4,174**	**676**	**4,850**
Educational FM	**1,383**	**257**	**1,640**
■ Total Radio	**10,505**	**1,201**	**11,706**
FM translators	**1,689**	**392**	**2,081**
Commercial VHF TV	**545**	**24**	**569**
Commercial UHF TV	**517**	**229**	**746**
Educational VHF TV	**121**	**6**	**127**
Educational UHF TV	**217**	**28**	**245**
■ Total TV	**1,400**	**287**	**1,687**
VHF LPTV	**300**	**205**	**505**
UHF LPTV	**324**	**1,508**	**1,832**
■ Total LPTV	**624**	**1,713**	**2,337**
VHF translators	**2,717**	**118**	**2,835**
UHF translators	**2,111**	**457**	**2,568**

CABLE†

Total subscribers	**49,538,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**54.8%**
Pay cable penetration	**32%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Calif. 94948.

Also in April

April 17-19—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

April 18—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

April 19—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Topic: "The 1990's: the Interactive Decade." Speakers: Phil Boyer, senior VP-international and program development, Capital Cities/ABC Video Enterprises; Norman Horowitz, president-CEO, MGM/UA Telecommunications; Ronald A. Katz, president/CEO, FDR Interactive Technologies, and Lee Masters, executive VP-general manager, MTV: Music Television. Copacabana, New York. Information: (212) 765-2450.

April 19-22—Seventh annual National Hispanic Media Conference, hosted by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas.

April 20—*International Radio and Television Society* newsmaker luncheon. Speakers: Geraldo Rivera and Sally Jessy Raphael, talk show hosts; Bud Carey, VP-general manager, WNBC-TV New York, and Marvin Kitman, media critic, *Newsday*. Waldorf-Astoria, New York. Information: (212) 867-6650.

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PHILLIPS 66

April 20-21—*National Association of Telecommunications and Advisors* regional telecommunications conference. Adam's Mark hotel, St. Louis.

■ **April 20-21**—*Kentucky Broadcasters Association* spring convention. Executive Inn, Rivermont, Owensboro, Ky. Information: (502) 692-3126.

April 21—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. Chicago Hilton, Chicago. Information: Sarah Key, (213) 282-8801.

April 21—*National Academy of Television Arts and Sciences* presidents' programing conference. Weston hotel, Atlanta. Information: Trudy Wilson, (212) 586-8424.

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 24—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programing in Hollywood, sponsored by *National Academy of Cable Programing* during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor, (202) 775-3611.

April 24—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. New Orleans Hilton, New Orleans. Information: Sarah Key, (213) 282-8801.

April 26—*Canadian Association of Broadcasters* forum, "Taking the Lead," "a far-ranging plan that sets the course for private broadcasting in the 1990's." King Edward hotel, Toronto. Information: (613) 233-4035.

April 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Gartner, president, NBC News. Copacabana, New York. Information: (212) 765-2450.

April 27—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

April 27-29—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of *Davis, Graham & Stubbs* and *HDTV Newsletter*. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

April 28-29—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

■ **April 29**—*Maximum Service Telecasters* annual membership meeting, held during National Association of Broadcasters convention (see below). Ballrooms F-G, Las Vegas Hilton, Las Vegas.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 29-May 3—37th general assembly of World Federation of Advertisers, hosted by *Association of National Advertisers*. Washington. Information: (212) 697-5950 or (202) 659-3711.

May

■ **May 1**—*Maximum Service Telecasters* engineering breakfast, held during National Association of Broadcasters convention (see above). Ballroom F-G, Las Vegas Hilton, Las Vegas.

May 1—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National As-

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Market-by-market sweepstakes: NBC, CBS, ABC

Stations have received their Arbitron books for the February sweeps, which document NBC's prime time victory and CBS's strong second place, the latter on the wings of *Lonesome Dove*.

BROADCASTING's analysis of TV households in prime time for the 212 measured markets shows NBC with 101 outright wins and six ties for first—only slightly down from its November 1988 totals; CBS with 81 wins and six ties—more than double its November market tally, and ABC, at whose expense came most of the CBS gain, with 22 wins and four ties, less than half of its November total.

The following is a list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday through Saturday, 8-11 p.m., and Sunday, 7-11 p.m., ET). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary network affiliation in that market. Information is copyright © 1989 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron.

	1989 TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Abilene-Sweetwater, Tex. (156)	15	20	**25**
Albany, Ga. (153)	—	—	**52**
Albany-Schenectady-Troy, N.Y. (53)	60	**84**	74
Albuquerque, N.M. (56)	60	54	**73**
Alexandria, La. (166)	5	—	**41**
Alpena, Mich. (211)	—	**6**	—
Amarillo, Tex. (116)	27	**28**	25
Anniston, Ala. (192)	—	**13**	—
Ardmore-Ada, Okla. (175)	18	**23**	19
Atlanta (12)	176	220	**264**
Augusta, Ga. (104)	**36**	**36**	29
Austin, Tex. (69)	39	**72**	38
Bakersfield, Calif. (145)	22	**28**	25
Baltimore (22)	130	145	**177**
Bangor, Me. (157)	14	**24**	23
Baton Rouge (93)	49	**54**	47
Beaumont-Port Arthur, Tex. (126)	25	**40**	39
Bend, Ore. (207)	—	—	**5**
Billings-Hardin, Mont. (164)	10	**18**	13
Biloxi-Gulfport-Pascagoula, Miss. (158)	**30**	—	—
Binghamton, N.Y. (136)	13	**42**	19
Birmingham, Ala. (47)	73	41	**121**
Bluefield-Beckley-Oak Hill, W.Va. (144)	18	—	**31**
Boise, Idaho (137)	22	24	**28**
Boston (6)	299	277	**355**
Bowling Green, Ky. (193)	**23**	—	—
Bristol, Va.-Kingsport-Johnson City, Tenn. (87)	18	52	**67**
Buffalo, N.Y. (38)	79	85	**105**
Burlington-Plattsburgh, Vt. (92)	13	**48**	39
Butte, Mont. (188)	6	**11**	5
Casper-Riverton, Wyo. (191)	3	7	**15**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	40	43	**60**
Charleston, S.C. (108)	30	44	**45**
Charleston-Huntington, W.Va. (51)	53	71	**105**
Charlotte, N.C. (31)	82	**125**	57
Charlottesville, Va. (198)	—	—	**11**
Chattanooga (83)	40	50	**65**
Cheyenne, Wyo.-Scttsblff, Neb.-Strlng, Colo. (186)	—	**15**	—
Chicago (3)	477	358	**494**
Chico-Redding, Calif. (143)	**29**	21	15
Cincinnati (29)	93	108	**123**
Clarksburg-Weston, W.Va. (162)	—	**26**	21
Cleveland (11)	235	226	**247**
Colorado Springs-Pueblo (99)	36	**39**	38
Columbia, S.C. (86)	22	36	**85**
Columbia-Jefferson City, Mo. (151)	13	**33**	**33**
Columbus, Ga. (115)	**34**	31	19
Columbus, Ohio (33)	85	115	**127**
Columbus-Tupelo, Miss. (131)	7	35	**54**
Corpus Christi, Tex. (122)	26	**27**	**27**
Dallas-Fort Worth (8)	248	**280**	251
Davenport, Iowa-Rock Island-Moline, Ill. (79)	40	51	**58**
Dayton, Ohio (49)	61	**85**	74
Denver (19)	143	137	**171**
Des Moines (66)	41	**64**	60
Detroit (7)	257	222	**352**
Dothan, Ala. (159)	8	**40**	—
Duluth, Minn.-Superior, Wis. (123)	27	**28**	27
El Centro-Yuma, Calif. (181)	5	6	**8**
El Paso, Tex. (102)	31	30	**38**
Elmira, N.Y. (169)	8	—	**13**
Erie, Pa. (141)	21	20	**37**
Eugene, Ore. (120)	24	**31**	16
Eureka, Calif. (187)	—	8	**9**
Evansville, Ind. (91)	41	42	**43**
Fargo, N.D. (109)	28	**35**	30
Flagstaff, Ariz. (205)	—	—	**6**
Flint-Saginaw-Bay City, Mich. (58)	68	40	**91**
Florence, S.C. (132)	18	**51**	—
Fort Myers-Naples, Fla. (98)	19	**42**	41
Fort Smith, Ark. (140)	21	**37**	18
Fort Wayne, Ind. (101)	37	**38**	34
Fresno-Visalia, Calif. (62)	43	48	**53**
Gainesville, Fla. (167)	**20**	—	—
Glendive, Mont. (212)	—	**2**	1
Grand Junction, Colo. (179)	6	**14**	8
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	81	78	**98**
Great Falls, Mont. (182)	**12**	11	6
Green Bay-Appleton, Wis. (67)	60	55	**67**
Greensboro-Winston Salem-High Point, N.C. (48)	66	**100**	88
Greenville-New Bern-Washington, N.C. (106)	22	42	**61**
Greenville-Asheville-Spartanburg, S.C. (36)	78	101	**120**
Greenwood-Greenville, Miss. (170)	**20**	13	—
Hagerstown, Md. (196)	—	—	**22**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	54	67	**110**
Harrisonburg, Va. (199)	**15**	—	—
Hartford-New Haven, Conn. (23)	101	**163**	101
Helena, Mont. (209)	—	—	**4**
Houston (10)	**220**	197	209
Huntsville-Decatur-Florence, Ala. (80)	39	**48**	**48**
Idaho Falls-Pocatello (160)	11	**19**	16
Indianapolis (26)	106	**128**	124
Jackson, Miss. (85)	20	60	**62**
Jackson, Tenn. (180)	**22**	—	—
Jacksonville, Fla. (57)	39	**82**	67
Johnstown-Altoona, Pa. (88)	13	48	**78**
Jonesboro, Ark. (176)	**26**	—	—
Joplin, Mo.-Pittsburg, Kan. (121)	**35**	32	28
Kansas City, Mo. (30)	96	131	**133**
Knoxville, Tenn. (60)	52	53	**74**
La Crosse-Eau Claire, Wis. (129)	17	29	**42**
Lafayette, Ind. (194)	—	**12**	—
Lafayette, La. (113)	29	**57**	—
Lake Charles, La. (173)	—	—	**37**
Lansing, Mich. (105)	—	**49**	45
Laredo, Tex. (199)	**7**	3	4
Las Vegas (94)	28	36	**42**
Laurel-Hattiesburg, Miss. (165)	—	9	**29**
Lexington, Ky. (75)	38	**67**	55
Lima, Ohio (197)	—	—	**19**
Lincoln-Hastings-Kearney, Neb. (95)	17	**51**	14
Little Rock, Ark. (55)	65	77	**86**
Los Angeles (2)	515	514	**685**
Louisville, Ky. (46)	56	91	**95**
Lubbock, Tex. (150)	13	**25**	22
Macon, Ga. (130)	16	**42**	20
Madison, Wis. (90)	32	**46**	37
Mankato, Minn. (208)	—	**12**	—
Marquette, Mich. (184)	—	**18**	—
McAllen-Brownsville, Tex. (114)	23	**30**	22
Medford, Ore. (152)	13	19	**28**
Memphis (41)	51	111	**132**
Meridian, Miss. (177)	**17**	8	5
Miami (14)	156	99	**176**
Milwaukee (28)	88	92	**116**
Minneapolis-St. Paul (13)	143	**213**	167
Minot-Bismarck-Dickinson, N.D. (148)	8	25	**33**
Missoula, Mont. (174)	**17**	14	16

Mobile, Ala.-Pensacola, Fla. (63)	48	81	**82**
Monroe, La.-El Dorado, Ark. (118)	11	**57**	33
Montgomery-Selma, Ala. (107)	11	35	**71**
Nashville (32)	76	140	**144**
New Orleans (35)	70	**128**	122
New York (1)	902	799	**1,052**
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	63	85	**93**
North Platte, Neb. (210)	—	—	**7**
Odessa-Midland, Tex. (146)	20	**28**	23
Oklahoma City (39)	67	**114**	107
Omaha (72)	54	58	**64**
Orlando-Daytona Beach-Melbourne, Fla. (25)	114	115	**151**
Ottumwa, Iowa-Kirksville, Mo. (204)	**15**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (76)	29	**65**	64
Palm Springs, Calif. (178)	**7**	—	**7**
Panama City, Fla. (171)	12	—	**26**
Parkersburg, W.Va. (183)	—	—	**9**
Peoria-Bloomington, Ill. (110)	33	33	**38**
Philadelphia (4)	408	359	**456**
Phoenix (20)	106	**138**	131
Pittsburgh (16)	183	**203**	186
Portland, Ore. (27)	94	112	**114**
Portland-Poland Spring, Me. (73)	43	39	**53**
Presque Isle, Me. (203)	—	**7**	6
Providence, R.I.-New Bedford, Mass. (44)	74	65	**108**
Quincy, Ill.-Hannibal, Mo. (154)	—	27	**29**
Raleigh-Durham, N.C. (34)	84	**108**	47
Rapid City, S.D. (168)	19	3	**14**
Reno (119)	**27**	21	23
Richmond, Va. (61)	60	**75**	65
Roanoke-Lynchburg, Va. (70)	31	**71**	56
Rochester-Austin, Minn.-Mason City, Iowa (147)	21	21	**25**
Rochester, N.Y. (71)	44	50	**54**
Rockford, Ill. (139)	23	27	**35**
Roswell, N.M. (195)	—	**14**	—
Sacramento-Stockton, Calif. (21)	116	124	**149**
St. Joseph, Mo. (189)	**14**	—	—
St. Louis (18)	126	176	**228**
Salinas-Monterey-San Jose, Calif. (111)	**41**	23	38
Salisbury, Md. (163)	11	**25**	12
Salt Lake City (40)	67	77	**80**
San Angelo, Tex. (190)	—	**12**	—
San Antonio, Tex. (43)	60	**92**	86
San Diego (24)	81	**108**	83
San Francisco-Oakland-San Jose (5)	244	272	**276**
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)	23	**25**	21
Sarasota, Fla. (155)	**21**	—	—
Savannah, Ga. (103)	18	**44**	35
Seattle-Tacoma (15)	149	148	**171**
Shreveport, La.-Texarkana, Tex. (65)	60	**78**	73
Sioux City, Iowa (128)	29	15	**35**
Sioux Falls-Mitchell, S.D. (100)	32	**56**	25
South Bend-Elkhart, Ind. (84)	37	52	**63**
Spokane, Wash. (77)	38	**51**	47
Springfield, Mass. (96)	29	—	**45**
Springfield, Mo. (82)	21	55	**62**
Springfield-Decatur-Champaign, Ill. (74)	41	55	**62**
Syracuse, N.Y. (68)	47	63	**65**
Tallahassee, Fla.-Thomasville, Ga. (117)	9	**49**	11
Tampa-St.Petersburg-Sarasota (17)	132	182	**230**
Terre Haute, Ind. (125)	10	30	**35**
Toledo, Ohio (64)	44	73	**83**
Topeka, Kan. (138)	11	**33**	22
Traverse City-Cadillac, Mich. (134)	14	**45**	32
Tucson, Ariz. (81)	36	36	**47**
Tulsa, Okla. (54)	64	**84**	74
Tuscaloosa, Ala. (185)	—	**9**	—
Twin Falls, Idaho (202)	—	**9**	3
Tyler-Longview, Tex. (124)	**45**	14	19
Utica, N.Y. (161)	11	—	**22**
Victoria, Tex. (206)	**14**	—	8
Waco-Temple, Tex. (97)	19	**58**	36
Washington (9)	182	**232**	222
Watertown-Carthage, N.Y. (172)	**15**	**15**	13
Wausau-Rhinelander, Wis. (133)	30	**35**	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	24	83	**88**
Wheeling, W.Va.-Steubenville, Ohio (142)	—	**36**	**36**
Wichita-Hutchinson, Kan. (59)	52	**73**	62
Wichita Falls, Tex.-Lawton, Okla. (135)	17	**27**	25
Wilkes Barre-Scranton, Pa. (52)	**73**	62	**73**
Wilmington, N.C. (149)	23	10	**62**
Yakima, Wash. (127)	22	**29**	25
Youngstown, Ohio (89)	39	50	**58**
Zanesville, Ohio (201)	—	—	**11**

Castle Rock is at home in thick of network development

Independent producer formed by ex-Embassy executives has eight network series in the works

Castle Rock Entertainment, with eight pilot projects on the three networks (three at ABC, three at CBS, and two at NBC), has the most of any independent producer, and as such, is in the running to become the next major independent producer of network programing.

The company, founded in July 1987, comprises five partners: Rob Reiner, Glenn Padnick, Alan Horn, Andrew Scheinman and Martin Shafer, who together own a 60% interest in the company, with Columbia Pictures owning the remaining 40%. The Columbia connection is not surprising, considering that all five of the Castle Rock founders had worked together at Embassy Communications, a subsidiary of Columbia, prior to founding Castle Rock.

Horn spent nearly 14 years at Embassy, eventually serving as its chairman and chief executive officer, with responsibility for Embassy Communications, Embassy Pictures, Embassy Television, Embassy Telecommunications, Embassy Home Entertainment and Embassy Communications International. Following Coca-Cola's purchase of Embassy in 1985, Horn joined 20th Century Fox, but left after nine months over what he describes as a dispute with upper management. Shortly after leaving Fox, Horn co-founded Castle Rock.

Padnick was with Embassy for 10 years, the last three as president of Embassy Television, responsible for all production and creative activities. Padnick co-founded Castle Rock when his contract with Embassy expired.

Scheinman came to Castle Rock after producing a number of successful theatrical films. In addition to "Mountain Men," his first film production credit (with Martin Shafer), he also produced "The Sure Thing," "Stand By Me" and "The Princess Bride," all of which Rob Reiner directed.

Reiner first gained fame for his role on the long-running CBS comedy *All in the Family*. In addition to the above-mentioned directorial credits, Reiner also co-wrote and directed the theatrical "This is Spinal Tap," a parody of rock and roll documentaries.

Martin Shafer joined Embassy Pictures in 1983 as a production executive. He eventually was named president of production for that division, and was responsible for the release of such theatrical films as "The Sure Thing," "A Chorus Line" and "Stand By Me."

The five principals of the company are actively involved in all phases of development, both network television and theatrical films. "The theory of the company is that

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position on changing the national program funding system at its fall 1989 meeting. "During the fall," said the options paper, "NAPTS intends to work with CPB in compiling its report to Congress, which is due Jan. 31, 1990, and must include a plan. Unless Congress acts to reject that plan, it will become effective Oct. 1, 1990."

Whatever the answer to congressional charges of inefficiency, a February PBS staff report may have sounded the death knell for public TV's "principle of localism." "Over time," said the report, "public television has found that the theoretical model of encouraging 'a thousand flowers to bloom,' so that each station could assemble its own unique programing bouquet, cannot be squared with economic reality. A chronic shortage of funds has kept the dream of a cornucopia of programs well beyond public television's reach.

"Because public television has never been able to 'seed a thousand flowers,' but has just barely been able to fund its basic needs, stations have had to place much greater reliance on the national program schedule as offered by PBS." That reliance on national programs, it said, is documented by 85% same night carriage of the prime time schedule fed by PBS. Having this past winter gained precommitments from stations to that common carriage, PBS says the schedule can now begin to drive programing decisions, with or without changes in CPB's Program Fund.

For the stations, the desire to streamline the national program funding process is at least 18 months old, PBS President Bruce Christensen told his board just over a month ago, at the same time expressing concern that the public TV system and CPB may be on "different time tracks." CPB's report to Congress may not be seen before the end of this year. "I assure you that CPB wants to participate appropriately in the discussions at public television's annual meeting," CPB President Donald Ledwig said in a Feb. 14 letter to NAPTS President David Brugger. However, he said that same week, CPB will "move ahead with its own study" of national programing, which it believes "is broader than moving money from one group to another." ☐

New face. GTG Entertainment has announced that Beth Ruyak will join Bill Macatee, the sole remaining anchor of the original four, as the new co-host of *USA Today*. Ruyak replaces Edie Magnus, who is the third of the original four hosts (Kenneth Walker and Robin Young were the others) to leave the show. Ruyak had been Chicago correspondent and weekend co-anchor of the show.

Oscars take top spot for week 28

ABC's broadcast of the 61st Annual Academy Awards ranked number one for week 28 (ended April 2), gathering a 29.8 rating and a 50 share. This was the highest-rated entertainment special this season, and the best ratings performance for an Academy Awards special since 1984's broadcast pulled in a 30.3/50. The 29.8 rating translates into 26.9 million households delivered for some or all of the program. Coupled with the *Barbara Walters Special* (20.3/33) which ran from 8 to 9 p.m., ABC took Wednesday with a 27.2/43.1 evening average.

NBC won week 28 with a 15.8/26.4 over ABC's 14.4/23.8 and CBS's 12.4/20.6. Four of the nightly wins went to NBC, most notably Sunday, which is usually CBS's night. NBC took Sunday with a 16.5/26.9 evening average, over CBS's 15.5/25.5. NBC's Sunday movie, *The Case of the Hillside Stranglers*, posted a 23.1/36 to rank sixth for the week. ABC's Sunday movie, "Beverly Hills Cop," claimed a 19.4/30, while CBS's offering, *The Morning After*, pulled in a 10.2/16. The other nightly wins for NBC were Monday, Thursday and Saturday. ABC took Tuesday, Wednesday and Friday.

In the evening news race CBS won the week with a 10.6/21 over ABC's 10.4/20 and NBC's 9.4/19.

■ In the Arbitron metered markets, the Academy Awards ranked first in nine of 14 markets. For the other five markets, *Cosby* ranked first in three—Atlanta, Boston and Detroit. *Roseanne* ranked first in Cleveland and *The Barbara Walters Special* ranked first in Los Angeles.

Nielsen		Net	
1	29.8/50	A	Academy Awards
2	26.0/42	N	Cosby Show
3	25.5/39	A	Roseanne
4	24.8/40	N	Different World
5	24.4/39	N	Cheers
6	23.1/36	N	NBC Sunday Movie
7	21.2/34	C	Murder, She Wrote
8	21.1/36	N	Golden Girls
9	20.9/32	A	Wonder Years
10	20.4/38	C	60 Minutes
11	20.3/33	A	Barbara Walters Special
12	20.0/32	N	Dear John
13	19.7/31	A	Who's the Boss?
14	19.5/34	N	Empty Nest
15	19.4/30	A	ABC Sunday Movie
16.	19.0/37	N	Hunter
17	17.8/31	N	L.A. Law
18	17.8/28	N	Matlock
19	17.6/28	A	Anything But Love
20.	17.1/27	N	ALF
21	17.0/28	N	NBC Monday Movie
22	16.9/26	N	Hogan Family
23	16.6/29	C	Knots Landing
24.	16.6/26	N	In the Heat of the Night
25.	16.3/28	N	Amen
26	15.2/25	A	ABC Mystery Movie
27	15.2/24	N	Unsolved Mysteries
28.	15.1/24	A	MacGyver
29.	14.9/26	A	Full House
30.	14.9/27	N	227
31.	14.8/25	C	Dallas
32	14.6/23	C	Designing Women
33	14.3/26	A	Perfect Strangers
34.	13.8/21	C	Murphy Brown
35.	13.6/26	A	20/20
36.	13.5/24	C	NCAA Basketball Champ.: Sat.-2
37	13.5/24	N	Midnight Caller
38	13.2/23	A	Mr. Belvedere
39	12.6/19	N	Night Court
40.	12.4/21	C	Newhart
41	12.2/23	C	Falcon Crest
42	12.1/21	A	Just the Ten of Us
43	11.9/19	C	Equalizer
44.	11.8/19	N	Family Ties
45.	11.6/18	N	Day by Day
46	11.5/19	C	CBS Tuesday Movie
47.	11.0/20	A	thirtysomething
48	10.9/17	N	My Two Dads
49	10.8/19	C	Beauty and the Beast
50.	10.8/19	C	Kate and Allie
51	10.6/17	C	CBS Wednesday Movie
52	10.4/16	C	Live-In
53.	10.3/16	A	Dynasty
54.	10.2/16	C	CBS Sunday Movie
55.	10.1/17	N	Quantum Leap
56.	10.0/16	C	48 Hours
57.	9.8/15	C	Hard Time on Planet Earth
58.	9.6/15	C	Heartland
59.	9.2/14	C	Tour of Duty
60.	9.2/14	F	Married...With Children
61.	9.2/17	N	UNSUB
62.	9.0/15	F	America's Most Wanted
63.	8.7/16	N	Friday Night Surprise
64.	8.0/14	A	Mission: Impossible
65.	7.9/13	A	ABC Family Classic
66.	7.9/16	C	West 57th
67.	7.9/15	N	Magical World of Disney
68.	7.8/13	A	Man Called Hawk
69.	7.7/13	N	Nightingales
70.	6.9/11	A	Moonlighting
71.	5.4/10	F	21 Jump Street
72.	5.2/9	A	Heartbeat
73.	5.0/9	A	Great Circuses of the World
74.	5.0/9	F	Cops
75.	4.8/9	A	Men
76.	4.5/8	F	Reporters
77.	3.8/6	F	Garry Shandling Show
78.	3.6/6	F	Beyond Tomorrow
79.	2.9/4	F	Tracey Ullman Show
80.	2.4/4	F	Duet

Cassandras *

(Week ending March 26)

1	15.	Wheel of Fortune, syn.	221	97
2	13.6	Jeopardy	213	98
3	11.3	Cosby Show	194	97
4	9.5	Oprah Winfrey Show	217	99
5	9.3	Wheel of Fortune, wknd.	204	91
6	9.2	Star Trek	232	97
7	7.5	MGM Premiere Network III	164	95
8	7.3	Entertainment Tonight	163	92
9	7.2	Current Affair	146	89
10	7.1	Donahue	225	99
11	6.6	People's Court	192	96
12	5.9	Star Search	150	95
13	5.7	Geraldo	197	97
14	5.3	Mama's Family, syn.	190	92
15	5.3	Win, Lose or Draw, syn.	165	84

The following programs are included, but not ranked:

5.7	Wrestling Network	142	90
9.2	World Wrestling Fed.	241	97

* Nielsen syndicated weekly pocketpiece

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Cable ratings rising

Ratings for the cable networks continued to climb in the first quarter of 1989, with the prime time ratings of 12 networks rising from a combined 14.0 to a 15.9, a 13.6% increase over first-quarter 1988. Leading the way were substantial gains for ESPN, USA and CBN, plus first-ever numbers for TNT. Some of that gain may have come at the expense of superstation WTBS(TV) Atlanta, however, which dropped from a 3.1 to a 2.6.

The drop in WTBS's ratings can be attributed to lower numbers for the NBA. During the first 46 games, running October to March 13 of this year, the NBA scored a 2.4 rating, compared to a 3.0 for the first 46 games last season, representing a drop-off of 170,000 homes. Since WTBS's prime time ratings in the fourth quarter of 1988 were equal to the year-earlier period, this season's NBA decline was most acute in the first quarter. An injury to Boston Celtics star Larry Bird, matchups of less interest to viewers and other competition were all reasons given for the NBA drop-off.

Some of that gain may have been picked up by ESPN and USA. ESPN, up 0.3, said its boxing programing rose from a 2.1 to a 2.5 in the quarter, boosting its increase. College basketball ratings remained the same, and the overall ratings picked up, said Dana Redman, director of research, because ESPN carried no NHL hockey this year, which traditionally scored a 1.0 to 1.1 rating, a drag on the ratings.

USA said its increase was attributed to *Miami Vice* and *Murder, She Wrote*, which it carries from 7 p.m. to 9 p.m. CBN said its continued ratings rebound stems from its scheduling of *Our House* at 7 p.m. and its family movie package at 8 p.m.

Conversely, some of WTBS's loss may also have been to TNT's gain. Its first quarterly ratings came in at 1.4, putting it fourth among cable entertainment services, behind WTBS, ESPN and USA.

Network	*Prime Time*				*Full Day*			
	1Q 89 Rating	*(HH)*	*1Q 88 Rating*	*(HH)*	*1Q 89 Rating*	*(HH)*	*1Q 88 Rating*	*(HH)*
WTBS	2.6	(1,247,000)	3.1	(1,370,000)	1.7	(820,000)	2.0	(865,000)
ESPN	2.2	(1,100,000)	1.9	(861,000)	0.8	(400,000)	0.8	(350,000)
USA	2.2	(1,023,000)	1.8	(751,000)	1.1	(519,000)	1.0	(436,000)
CNN Headline	1.5	(731,000)	1.3	(581,000)	1.0	(487,000)	0.9	(396,000)
TNT	1.4	(326,000)	—		0.8	(199,000)	—	
CBN	1.1	(482,000)	0.8	(317,000)	0.9	(394,000)	0.7	(277,000)
Nashville	1.0	(433,000)	1.3	(502,000)	0.5	(220,000)	0.6	(237,000)
MTV	0.9	(404,100)	0.8	(320,000)	0.6	(269,400)	0.6	(240,000)
Lifetime	0.9	(395,000)	0.9	(313,000)	0.6	(264,000)	0.6	(199,000)
Nick at Nite	0.9	(371,700)	0.8	(271,200)	0.5	(265,000)	0.4	(135,600)
Discovery	0.9	(325,000)	0.9	(266,000)	0.5	(184,000)	0.5	(142,000)
VH-1	0.3	(92,700)	0.4	(101,600)	0.2	(61,800)	0.3	(76,200)
Nickelodeon	—	—	—	—	1.2	(535,200)	1.2	(462,000)
A&E	—	—	—	—	1.0	(373,000)	0.9	(275,000)
FNN	—	—	—	—	0.2	(64,600)	0.1	(27,500)

USA's prime time runs from 7 to 11 p.m., CBN's from 7 to midnight. Lifetime's full day is 7:30 a.m.-1 a.m., Monday-Saturday; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.; Discovery's and Nashville's is 9 a.m.-3 a.m., and FNN's is 6 a.m.-8 p.m. A&E figures are the sums of its two program blocks, which run from 8 p.m. to 4 a.m.

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Tuesday begins with a welcome by Alter, and will be followed by an address by Graham Phillips, chairman of Ogilvy & Mather U.S. That will be followed by an all-morning session featuring Shelley Duvall, chairman, Think Entertainment; Tom Freston, president and chief executive officer, MTV Networks; Mel Harris, president, television group, Paramount Pictures; Gerry Hogan, president, TBS Entertainment Networks; Robert Igiel, senior vice president, executive media director, NW Ayer, and Fred Vierra, president, United Cable, discussing programing. That will be followed by remarks by Louis Schultz, executive vice president of Lintas:USA, on balancing media investment to match viewing shifts, and Robert Bolte, director of media services for Clorox, on cable's place in the market. That will be followed by a panel featuring John Hendricks, chairman and chief operating officer, Discovery Channel; Bob Johnson, president and chief executive officer, Black Entertainment Television; Don Mitzner, president, Group W Satellite Communications, and Kevin Rorke, president, American Television & Communications.

Three concurrent sessions in the afternoon will address media planning, spot cable and sports advertising. ☐

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Gulf + Western	First	$1,350,800	14	$69,200	7	$0.58
Heritage Media	Fourth	$13,745	28	($3,477)	NM	($0.23)
	Year	$46,519	170	($14,254)	NM	($1.35)
Outlet Communications	Fourth	$29,194	16	($2,395)	NM	($0.37)
	Year	$104,288	23	($21,759)	NM	($3.32)
Price Communications	Fourth	$22,083	-3	$19,341	NM	$2.57
	Year	$91,345	-4	($12,481)	NM	($1.66)
Qintex	Second	$32,514	438	$1,770	857	$0.08
Republic Pictures	Year	$51,984	85	$285	-71	$0.07
Telemundo Group	Fourth	$32,025	21	($300)	NM	($0.02)
	Year	$102,086	21	($34,242)	NM	($2.33)

Gulf + Western said its television unit posted largest percentage increase in operating income among its entertainment operations. Growth resulted from syndication of *Webster* and *Star Trek: The Next Generation* and increased operating income at 50%-owned USA Network. ■ **Heritage Media** said each of company's five network-affiliated TV stations had improved 1988 revenue and cash flow, while results for independent station in Oklahoma City were "mixed." Radio group had revenue of $3,946,000, up 34% on pro-forma basis for stations owned both years, while operating cash flow equaled $447,000. ■ Loss for **Outlet Communications'** prior year was $16.9 million, while company posted $42,000 profit, including gain from sale of radio station, in prior-year's fourth quarter. ■ Fourth-quarter net income for **Price Communications** included gain of $31.8 million from sale of stations; full-year income reflected additionally $8.3 million third-quarter gain on station sale. ■ **Qintex**'s current results compared with year-earlier results of predecessor company, Hal Roach Studios. Second-quarter results due primarily to domestic license fees and foreign sales of *Lonesome Dove* mini-series. ■ **Republic** said that losses from discontinued show *On Trial* reduced 1988 net income by $1.3 million. ■ In 1987, **Telemundo Group** had net loss applicable to common shareholders of $6.1 million for fourth quarter and $52.9 million for year. 1988 results include fourth-quarter income of $7.5 million resulting from settlement of issues relating to businesses sold in prior years.

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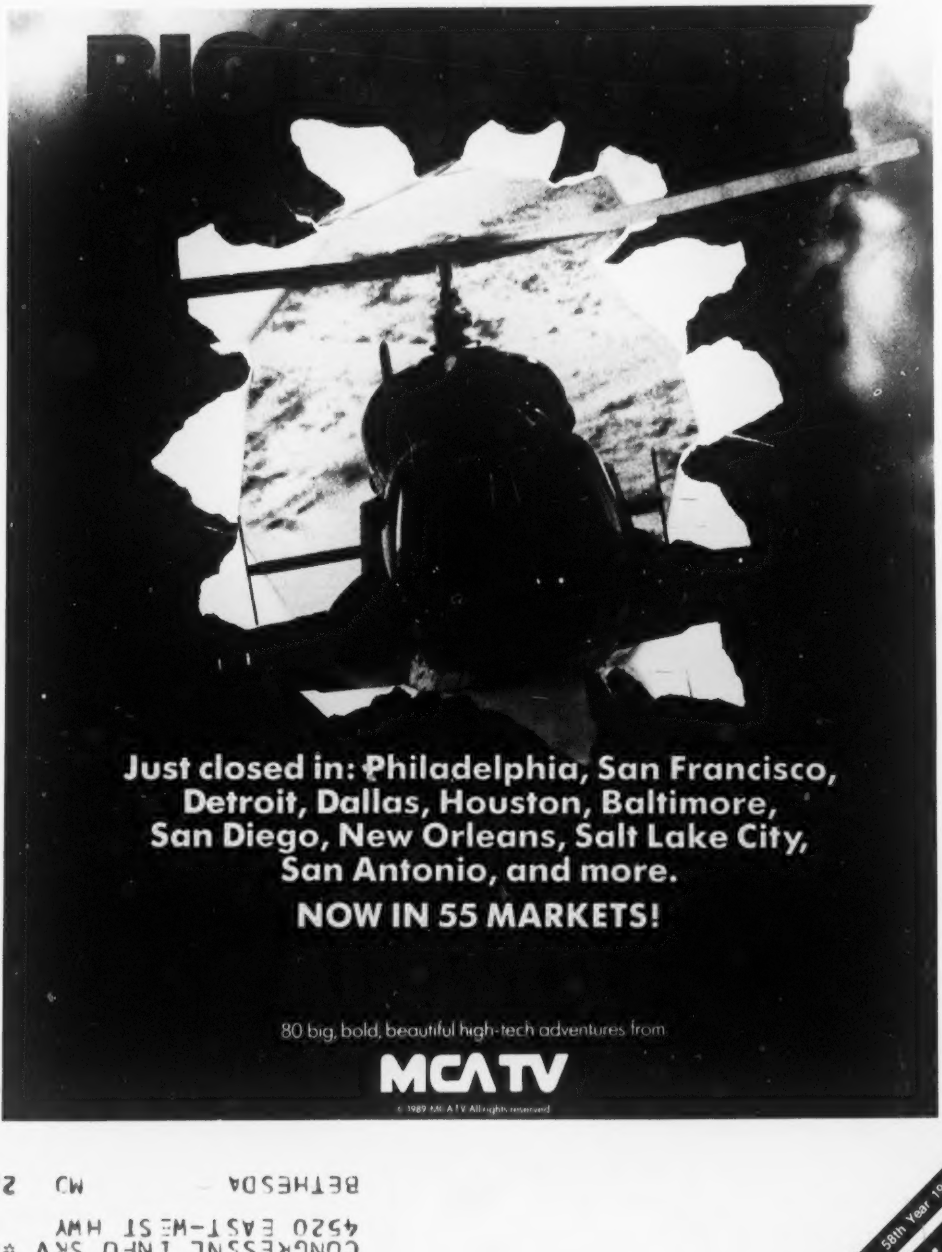

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Vol. 116 No. 16

Cable under fire...

NCTA President Jim Mooney (r) is key witness defending cable on Capitol Hill during hearing at which Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) says he has two cable reregulation bills in works. **PAGE 27.**

World's largest market...

By end of 1992, 12 countries of European Community are to have eliminated tariff barriers separating them, creating single market—world's largest. Examination of its impact, plus preview of this week's MIP-TV international TV programing marketplace, begins on **PAGE 35.**

Fewer viewers...

Three-network share of prime time viewing audience for season ending April 16, falls to its lowest average yet, despite presence of such ratings grabbers as NBC's *The Cosby Show*—which is still number one. **PAGE 29.**

Bill Cosby

30/SOMETHING NEW

NBC unveils its 1989-90 Saturday morning schedule introducing four new shows designed to recapture network's former top position for daypart.

30/ENVELOPE PLEASE

Twenty-nine radio, television and cable programs are honored with George Foster Peabody Awards.

31/STREAMLINING

Gulf + Western says it will sell its financial services subsidiary to concentrate on its media and entertainment business.

33/WRIGHT STAND

NBC President and CEO Robert Wright supports cable industry's stand on preventing telephone companies from getting into television business.

46/DAY FOR NIGHT

ABC Entertainment continues testing its live, late-night entry, *Day's End*, on individual affiliate stations in 20 markets through May.

51/CZAR OF PROGRAMING

About 450 noncommercial TV executives discuss appointing single national programing executive. Corporation for Public Broadcasting expresses doubts about appropriateness of such move.

52/CABLE FEST

Annual gathering of Cabletelevision Advertising Bureau in New York is forum for optimistic industry reports. Operators are told that promotion is key to increasing viewership—and ultimately advertising revenue.

54/AM IMPROVEMENT

FCC moves to curtail interference in AM band, hoping to close AM-FM fidelity gap.

56/MORNING DRIVERS

Legendary radio personalities discuss programing issues affecting morning drive time. Bob Steele, who has worked mornings at WTIC(AM) Hartford, Conn., for more than 50 years, announces his retirement plans.

60/TV FOR CHILDREN

Senate Communications Subcommittee Chairman Daniel Inouye says he plans to introduce bill to fund children's educational programing for both commercial and noncommercial TV.

63/BETTER OFFER

New World Entertainment, which had earlier agreed to be bought by Pathe Entertainment, accepts higher offer from Andrews Group.

63/BFM SHOWCASE

Among issues tackled by Broadcast Financial Management Association at its annual meeting in Dallas are gaining access to America's television viewers and changing TV, radio and cable markets.

67/TAPED TIME

This week's look ahead to NAB examines new developments and enhancements of videotape recorders.

87/FOR BETTER OR WORSE

Since joining NBC in 1982, John Miller has helped promote network through its third-place days to its current top-ranked status.

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key members of Congress.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988).

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3 House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's [1]**	**TOTAL ***
Commercial AM	**4,948**	**268**	**5,216**
Commercial FM	**4,174**	**676**	**4,850**
Educational FM	**1,383**	**257**	**1,640**
■ Total Radio	**10,505**	**1,201**	**11,706**
FM translators	**1,689**	**392**	**2,081**
Commercial VHF TV	**545**	**24**	**569**
Commercial UHF TV	**517**	**229**	**746**
Educational VHF TV	**121**	**6**	**127**
Educational UHF TV	**217**	**28**	**245**
■ Total TV	**1,400**	**287**	**1,687**
VHF LPTV	**300**	**205**	**505**
UHF LPTV	**324**	**1,508**	**1,832**
■ Total LPTV	**624**	**1,713**	**2,337**
VHF translators	**2,717**	**118**	**2,835**
UHF translators	**2,111**	**457**	**2,568**

CABLE†	
Total subscribers	**49,538,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**54.8%**
Pay cable penetration	**32%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

FCC's advisory committee on advanced tele-

April 27—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

April 27-29—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of *Davis, Graham & Stubbs* and *HDTV Newsletter*. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

■ **April 28**—Eighth annual Legal Forum, "Representing Your Local Broadcaster," sponsored by *American Bar Association* and *National Association of Broadcasters*, held prior to NAB convention (see below). Keynote luncheon speech: Susan Wing, Hogan & Hartson. Las Vegas Hilton, Las Vegas. Information: Susan Kaiser, (312) 988-5666.

April 28-29—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

April 29—*Maximum Service Telecasters* annual membership meeting, held during National Association of Broadcasters convention (see below). Ballrooms F-G, Las Vegas Hilton, Las Vegas.

■ **April 29**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Carter Presidential Center, Atlanta. Information: (404) 522-8971.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 29-May 3—37th general assembly of World Federation of Advertisers, hosted by *Association of National Advertisers*. Washington. Information: (212) 697-5950 or (202) 659-3711.

April 30—*Digital audio interfacing committee* meeting. Meeting room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

May

May 1—*Maximum Service Telecasters* engineering breakfast, held during National Association of Broadcasters convention (see above). Ballroom F-G, Las Vegas Hilton, Las Vegas.

May 1—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National Association of Broadcasters convention. Las Vegas. Information, in London: (011)-44-1-387-1970.

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton. (212) 586-2000.

May 3—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Chasen's, Los Angeles. Information: (213) 652-0222.

Errata

In April 10 list of **Arbitron February sweeps** results, **CBS affiliate in Louisville, Ky.**, should have been listed as being **tied with NBC for first with 95,000 total survey area households.** And in **Joplin, Mo.-Pittsburg, Kan.**, correct numbers are **ABC, 25,000; CBS, 32,000, and NBC, 28,000**

May 3—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Michael Laibson, executive producer, NBC-TV's *Another World*. Copacabana, New York. Information: (212) 765-2450.

May 4-6—*National Association of Telecommunications and Advisors* regional telecommunications conference. Red Lion Inn, Portland, Ore. Information: (202) 626-3160.

May 7-10—*Canadian Cable Television Association* 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

May 8-9—*Corporation for Public Broadcasting* board meeting. Washington.

May 9—*Action for Children's Television* Achievement in Children's Television awards. Bartos Theater, Massachusetts Institute of Technology Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

■ **May 9**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner. Question and answer session follows speech. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

May 10—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Dick Kurlander, VP-director of programing, Petry Television. Copacabana, New York. Information: (212) 765-2450.

■ **May 10**—*Foundation for American Communications* public and the press conference, "Fear, Trust and Acceptable Risk: New Challenges for the Public and the Press." National Press Club, Washington. Information: (213) 851-7372.

May 11—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605, (312) 427-5446.

May 11-15—*American Women in Radio and Television* 38th annual convention. Theme: "Taking Charge of the Future." Speakers include FCC Chairman Dennis Patrick; Elizabeth Dole, secretary, Department of Labor; FCC Commissioner James Quello; Brenda Fox, VP-general counsel, National Cable Television Association; Jeff Smulyan, president-chairman, Emmis Broadcasting, and Stanley Hubbard, president-CEO, Hubbard Broadcasting. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 14-16—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 16—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

May 17—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Speakers include NBC News President Michael Gartner. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 22-24—*Association of National Advertisers* creative advertising media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

May 23—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by *Long Island Advertising Club*. John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

May 23—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award, to Eugene McCurdy, past president of Pennsylvania Association of Broadcasters and past chairman of Association of Independent Television Stations. Adam's Mark hotel, Philadelphia.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 24—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Grand Hyatt, New York. Information: (212) 973-8374.

May 24—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: David Poltrack, senior VP-research and planning, CBS Marketing Division, CBS/Broadcast Group. Copacabana, New York. Information: (212) 765-2450.

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May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June

June 2-4—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

June 3—*Florida AP Broadcasters* 41st annual meeting and awards luncheon. Airport Marriott hotel, Tampa, Fla.

■ **June 3-5**—Sixth annual ShowBiz Expo, exposition of tools, techniques and services for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

June 3-6—Summer Consumer Electronics Show, sponsored by *Electronic Industries Association.* McCormick Center, Chicago. Information: (202) 457-8700.

June 4-10—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

June [illegible]—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

June 8-10—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

June 8-11—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

■ **June 9-10**—Sixth annual Broadcasting-Taishoff seminar, sponsored by *Sigma Delta Chi Foundation.* Speakers include Van Gordon Sauter, former president of CBS News, and Arthur Lord, director of special news operations, NBC News. Los Angeles. Information: (312) 922-7424.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

June 11-14—*JCPenney-University of Missouri* Community Leadership Television Awards workshop. University of Missouri, Columbia, Mo. Information: Karlan Massey, (314) 882-7771.

■ **June 13**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Lee Iacocca. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

June 14-16—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax: (914) 238-5040.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

■ **June 17-19**—*Alabama Broadcasters Association* spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.

June 17-23—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5420.

June 19-23—*Gannett Center for Media Studies* Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Radio Advertising Bureau's* 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

June 21-24—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-24—*Maryland/District of Columbia/Delaware Broadcasters Association* convention. Hyatt Regency, Baltimore.

June 23-25—"Focus on Use of Microcomputers in Programing," management seminar sponsored by *NATPE Educational Foundation* and *San Diego State University.* Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences.* Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

July

July 9-11—*Iowa Broadcasters Association* summer convention. Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

July 13—Presentation of *National Federation of Local Cable Programers* awards. Dallas. Information: (916) 456-0757.

■ **July 18-20**—*Florida Cable Television Association* annual convention. Registry hotel, Naples, Fla.

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists.* Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

July 27-29—*Louisiana Association of Broadcasters* radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 28—Synditel, annual press preview of first-run TV programing held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

August

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association.* Merchandise Mart, Atlanta.

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NBC wins penultimate prime time week, CBS takes second

	Nielsen	Net	Show
1	23.3/35	A	Roseanne
2	22.4/38	N	Cosby Show
3	22.2/36	N	Cheers
4	21.5/36	N	Different World
5	21.3/34	C	60 Minutes
6	21.2/32	C	NCAA Championships
7	20.6/36	N	Golden Girls
8	19.9/35	N	Empty Nest
9	19.7/33	N	L.A. Law
10	19.3/29	C	Murder, She Wrote
11	19.2/30	N	Dear John
12	19.1/28	A	ABC Mystery Movie
13	18.6/29	A	Wonder Years
14	18.4/31	A	Who's the Boss?
15	18.2/28	A	ABC Sunday Movie
16	18.2/34	N	Hunter
17	17.9/30	N	Unsolved Mysteries
18	17.4/26	N	NBC Sunday Movie
19	17.1/26	A	Anything But Love
20	17.0/26	N	In the Heat of the Night
21	16.8/27	N	Matlock
22	16.1/26	N	Night Court
23	15.9/27	C	Knots Landing
24	15.7/25	N	Hogan Family
25	15.3/25	N	ALF
26	15.1/26	A	Growing Pains
27	15.1/28	N	Amen
28	15.0/25	A	Head of the Class
29	15.0/24	C	Jake and the Fatman
30	14.6/26	A	Full House
31	14.6/25	C	Dallas
32	14.6/22	N	NBC Monday Movie
33	14.2/26	A	20/20
34	13.9/24	C	CBS Sunday Movie
35	13.8/23	N	Midnight Caller
36	13.8/22	N	My Two Dads
37	13.7/24	A	Mr. Belvedere
38	13.7/23	A	thirtysomething
39	13.5/21	N	Family Ties
40	13.4/21	A	MacGyver
41	13.3/25	N	227
42	13.2/23	N	Nightingales
43	13.0/22	A	Just the Ten of Us
44	13.0/25	A	Perfect Strangers
45	12.6/20	A	Robert Guillaume Show
46	12.3/19	N	Day by Day
47	12.1/21	A	China Beach
48	12.1/19	C	Equalizer
49	12.0/21	C	Wiseguy
50	12.0/18	F	Married...With Children
51	11.8/21	C	Falcon Crest
52	11.5/20	N	Magical World of Disney
53	10.9/18	A	Coach
54	10.8/17	C	CBS Tuesday Movie
55	10.7/20	C	Beauty and the Beast
56	10.0/16	F	America's Most Wanted
57	10.0/18	N	Unsub
58	9.3/16	C	48 Hours
59	9.1/15	C	Live-In
60	8.8/16	C	CBS Saturday Movie
61	8.6/13	C	Heartland
62	8.5/16	C	Paradise
63	8.3/13	C	Tour of Duty
64	8.2/14	C	Hard Time on Planet Earth
65	8.1/13	A	ABC Family Classic
66	8.1/15	A	Mission: Impossible
67	8.0/14	N	Quantum Leap
68	7.7/14	N	Sesame Street: 20-Still Counting
69	7.5/13	A	Great Circuses of the World
70	7.4/13	A	Man Called Hawk
71	6.9/12	F	21 Jump Street
72	6.2/10	A	Moonlighting
73	5.1/9	A	Heartbeat
74	5.1/9	F	Cops
75	4.7/7	F	Garry Shandling Show
76	4.1/8	A	Men
77	4.0/7	F	Beyond Tomorrow
78	3.8/7	F	Reporters
79	3.7/5	F	Tracey Ullman Show
80	3.1/5	F	Duet

Cassandras *

(Week ending April 2)

	Rtg.	Show	Stns.	Covg.
1	15.0	Wheel of Fortune, syn.	228	99
2	13.0	Jeopardy	208	96
3	10.8	Cosby Show	197	97
4	10.2	Star Trek	235	97
5	9.0	Nat'l Geo. On Assignment	137	92
6	8.8	Oprah Winfrey Show	213	99
7	7.2	Entertainment Tonight	161	92
8	7.0	Current Affair	143	89
9	6.8	Wheel of Fortune, wknd.	157	82
10	6.6	Donahue	221	97
11	6.4	Tri-Star Showcase	113	88
12	6.3	Magic II, special	131	85
13	6.1	Geraldo	191	98
14	5.6	People's Court	185	91
15	5.6	Star Search	148	93

The following programs are included, but not ranked

	Rtg.	Show	Stns.	Covg.
	7.5	Wrestling Network	143	90
	9.2	World Wrestling Fed.	245	97

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* Nielsen syndicated weekly pocketpiece

over at the moment. The Atlanta Braves are seen on WTBS(TV) and are a large part of the summer programing block. The Hawks are also on WTBS, sharing time with the NBA, in addition to being on local broadcast and on PPV on one cable system. The NBA, however, will move to TNT once it reaches 30 million homes, which is likely to occur by next season, since TNT, as of last week, was in 27 million homes.

Since the service's territory will include North and South Carolina, Georgia, Tennessee, Alabama and Mississippi, and possibly Kentucky and Louisiana, other college conferences may also be included, such as the Atlantic Coact Conference. There are also the NBA Charlotte Hornets, in their first year in the league, and they do not have a cable contract. All told, there are 4.4 million cable subscribers in the six core states.

McGuirk said he was "not worried about tonnage" for the service, expected to run initially six hours or so each evening. Turner hopes to have the service launched this fall.

Marc Lustgarten, president and chief executive officer, Rainbow Program Enterprises, which has purchased the Z Channel, told a New York chapter of the National Academy of Television Arts and Sciences that it would turn Z Channel to an all-sports service, and place its movies on Rainbow's Bravo cultural service. The sports service, to be renamed SportsChannel Los Angeles, would serve as SportsChannel America's Los Angeles outlet, carrying national and local sports. Its prime programing is the NHL and baseball's California Angels and Los Angeles Dodgers.

SportsChannel Los Angeles will go head to head with the Bill Daniels-owned Prime Ticket regional cable sports network in southern California. NBC joined SportsChannel as 50% owner late last year (the deal is expected to close soon), but expansion plans will likely be more difficult since the Daniels group of sports networks has been strengthened by the addition of TCI.

NBC President Bob Wright spoke about the increasing competition in regional sports last week in Washington. "Realistically it was never intended by me that by simply announcing that we were active in several regions we would automatically be the premiere service in every region," Wright said. That cable operators in large markets "are looking for ways to participate is perfectly reasonable. I think we'll have to hold ourselves out as being an attractive alternative to other options and to present ourselves to cable operators in the major markets," Wright said, as a startup vehicle or on the accumulated strength of the programing. "There is a big difference between being a programing company and being a cable company," he said. "And there is a whole different list of problems and issues. We'll just have to try and do our best to entice people to deal with us as a regional sports opportunity. There's going to be competition. That's the way the world is."

Lustgarten, whose SportsChannel New York lost the New York Yankees to Madison Square Garden Network, discussed how programers are "jamming" the cost of events down the throats of all subscribers, forcing them to pay whether they want to or not. (Cablevision Systems, which owns SportsChannel, is locked in a dispute with MSG over carriage of the Yankees on basic.) If these transactions continue, said Lustgarten, basic cable as it is known today will disappear.

On the MSG controversy, Lustgarten again accused the press of missing the point. "The issue is not in terms of whether the Yankees should be available to everyone; all agree on this," he said. The issue is being characterized as the distributor telling the retailer what to do, and "this is unheard of; it's anti-consumer," he said.

On new launches, Lustgarten said: "We will expand sports channels into as many markets as is economically feasible." □

New for NBC's Friday

NBC will premiere two new Friday night series this month. *Dream Street*, an hour-long drama from Marshall Herskovitz and Edward Zwick, creators of ABC's *thirtysomething*, makes its debut Friday, April 21, at 10-11 p.m. The show will replace *Unsub*, which completes its eight-episode run, averaging a 10.1 rating/20 share for six already seen episodes. Replacing *Father Dowling*, which is also finishing its trial run, will be *The Jim Henson Hour*, at 8-9 p.m. *Father Dowling* averaged a 13.2/22 over seven episodes. The two new shows will join *Quantum Leap*, a science fiction/adventure series that premiered Friday, March 31, at 9-10 p.m.

C1750-1
4/26/89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 24

KATZ
COMMUNICATIONS INC
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[illegible]

KATZ [illegible]

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58th Year 1989

Free TV Fights Back

NAB Convention

*****************5-DIGIT 20814
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Vol. 116 No. 17

Broadcasting Apr 24

Preserving free TV...

Television broadcasters prepare to fight for survival of free over-the-air TV, enlisting Walter Cronkite as spokesman for national marketing and promotion campaign whose principal message, say its creators, is to let American public know that free TV is "endangered species." **PAGE 27.**

Radio record breaker...

Westinghouse Broadcasting agrees to buy 10 stations owned by Legacy and Metropolitan, a record-breaking radio-only deal estimated at about $360 million. If completed, Westinghouse's Group W Radio division will have properties in nine of top 10 markets. **PAGE 28.**

Day by day at NAB...

In preparation for National Association of Broadcasters' mega-meeting in Las Vegas, BROADCASTING provides summary of conference highlights, agenda, lists of exhibitors and hospitality suites, beginning on **PAGE 39.**

30/SAVING FIN-SYN

Motion Picture Association of America forms coalition to preserve financial interest and syndication rules.

32/MORE TALK AND TABLOID

Lineup of new programs going forward in 1989-1990 first-run syndication season includes more talk and game shows, reality programs and animated fare.

Raymond Burr in 'Trial by Jury'

33/SATURDAY SCHEDULE

CBS and ABC unveil their respective new Saturday morning lineups for fall.

'Jim Henson's Muppet Babies' returns to CBS

33/PACTEL MAKES ITS MOVE

Regional Bell operating company joins with Prime Cable to buy Group W's Chicago cable system.

99/TOP GUNS

Three major broadcast networks bring out their cliffhangers, blockbuster theatricals, TV revivals and top original series in preparation for May sweeps.

106/VALDEZ REPORT

Among accounts of how radio covered Exxon tanker disaster in Valdez, Alaska, is story of "finest moment" for radio, as one observer said. Shown above in photo by Rob Stapleton is Bob King of KDLG(AM) Dillingham, Alaska, at Exxon news conference.

100/INTO SYNDICATION

NBC's time period leader, *227* is launched in syndication for fall 1990 by its producer, Columbia Pictures Television.

103/GROUP REPORT

High costs of syndicated programing blamed for slow or no revenue growth for some TV group owners reporting first-quarter financial results.

111/TOP OF THE CHARTS

Easy listening and contemporary hit stations do well in just-released winter 1989 Arbitron ratings.

116/GUILTY

Arbitron Ratings Co. is found guilty of fraud and breach of contract and is ordered to pay $5.5 million to Alabama TV station. Arbitron says "it's not over yet."

119/DEADLINE DELAY

FCC's advisory committee on advanced television services postpones testing of proposed high-definition TV transmission standard until next year.

139,143/TWOFER

Readers will note two "Fifth Estater" profiles in this issue—one of CNN's Bernard Shaw on page 143, a second of NBC's John Miller on page 139. The Miller sketch appeared originally in the April 17 issue, bearing the likeness of Jon Miller, vice president for program planning and development of NBC Sports, whose picture was sent to BROADCASTING in error.

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ative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping the renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery it will be over objections of communications attorneys and key members of Congress.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988).

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	**4,948**	**268**	**5,216**
Commercial FM	**4,174**	**676**	**4,850**
Educational FM	**1,383**	**257**	**1,640**
■ Total Radio	**10,505**	**1,201**	**11,706**
FM translators	**1,689**	**392**	**2,081**
Commercial VHF TV	**545**	**24**	**569**
Commercial UHF TV	**517**	**229**	**746**
Educational VHF TV	**121**	**6**	**127**
Educational UHF TV	**217**	**28**	**245**
■ Total TV	**1,400**	**287**	**1,687**
VHF LPTV	**300**	**205**	**505**
UHF LPTV	**324**	**1,508**	**1,832**
■ Total LPTV	**624**	**1,713**	**2,337**
VHF translators	**2,717**	**118**	**2,835**
UHF translators	**2,111**	**457**	**2,568**

CABLE†

Total subscribers	**49,538,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**54.8%**
Pay cable penetration	**32%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

hotel, Alexandria, La. Information: (504) 383-7486.

July 28—Synditel, annual press preview of first-run TV programing held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

August

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

September

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Open Mike

Bothered by buyouts

EDITOR: David Tillotson almost hits the mark in his March 20 "Monday Memo" addressing the horror of broadcast lotteries. There is a unique mentality in broadcast circles about buyouts in hearings.

Who chiseled in stone the idea of buyouts? Who buys you out as a matter of routine in any other failing business venture? With the almost automatic buyout eliminated, very few prospectors will be jamming the FCC offices with mutually exclusive applications. Only the truly earnest will file.

As long as the buyout is permitted the log jam will continue. Why not? There's nothing to lose!—*Lawrence J. Tighe Jr., president WRNJ(AM) Hacketstown, N.J.*

New issue

EDITOR: Congratulations on your new effort (BROADCASTING ABROAD). I am looking forward to devouring every issue.—*Peter S. Stromquist, managing director, Montreux Companies Ltd., Beverly Hills, Calif.*

Incumbent question

EDITOR: Your April 3 editorial applauding FCC Chairman Dennis Patrick for stemming abuses of the comparative renewal process cites the *Cameron* doctrine as being eliminated. This doctrine allows comparative applicants to presume that they would acquire the existing transmitter site if they prevailed.

If a challenger bases his engineering exhibits on the presumption that he or she can use a site that the incumbent is leasing, then such a presumption is valid. If, for example, the incumbent loses, and the property owner refuses to lease, but continues to operate as an antenna farm, serious antitrust issues could arise. This is particularly true if the site owner is incorporated and cites his antenna farm as his business. If he or she refuses to negotiate at "arm's length" with the party that prevailed, perhaps because they are unhappy that a client is being displaced, they would be faced with explaining why one broadcaster is preferred over another. Also, if the site owner submits an affidavit that the site will not be available to a particular applicant in a comparative renewal application, the antitrust matter surfaces.

If, for example, the incumbent obtains such an exclusive agreement, that is, an agreement from the site owner not to lease to a challenger, then there would be an abuse of processes issue. Similarly, if an incumbent purchases the site after a challenge has been filed, for the express purpose of invalidating the challenger's engineering exhibit, an abuse of process surfaces.

Since most FM and TV stations lease sites, such as the World Trade Center, the elimination of the *Cameron* doctrine may well be challenged in court should a challenger find that an incumbent is to be preferred over a challenger by the site owners.—*Vincent L. Hoffart, Spokane, Wash.*

On 'File'

EDITOR: Your April 3 "Special Report" on Hispanic broadcasting noted the rapid growth of radio programing targeted to this vital segment of the American population. National Public Radio—not mentioned in the article—is also part of this growth. Since August 1988, NPR has provided its 350 member stations with NPR's *Latin File*, a daily news and features program. NPR stations together reach an audience of 10 million listeners weekly in all 50 states.

Latin File, presenting Hispanic American perspectives on current U.S. events, includes a newscast followed by analysis, commentary, features on the arts, business and politics and human interest stories.

Latin File is meant for all Americans. It serves as a national forum to explore in depth the issues and concerns of Hispanic Americans, issues and concerns that interest all Americans.

National Public Radio has assembled a network of freelancers located in cities across the country whose reports are edited by producers and a host based in Washington. The caliber of talent and the track record of NPR's newsgathering staff, plus our commitment to reaching Hispanic Americans, make this daily service one of the finest available to the American public.—*Adam C. Powell III, vice president, news and information, National Public Radio, Washington.*

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incorporating
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Week 30 season closer: NBC 14.5, CBS 12.7, ABC 12.1

Nielsen	□	Net	□ Show
1	25.4/38	A	Roseanne
2	23.0/40	N	Cosby Show
3	22.3/36	N	Cheers
4	21.5/36	C	Murder, She Wrote
5	21.5/36	N	Different World
6	20.5/32	A	Wonder Years
7	20.5/36	N	Golden Girls
8	19.4/32	A	Who's the Boss?
9	18.5/35	C	60 Minutes
10	18.2/28	A	Anything But Love
11	17.9/28	A	ABC Sunday Movie
12	17.7/33	N	Hunter
13	17.6/28	N	ALF
14	17.2/28	N	Unsolved Mysteries
15	16.9/28	A	Growing Pains
16	16.8/27	N	Night Court
17	16.3/25	C	Designing Women
18	16.3/29	N	One of the Boys
19	16.3/26	N	24th Country Music Awards
20	16.1/25	C	CBS Sunday Movie
21	16.1/29	C	Knots Landing
22	15.7/25	N	Matlock
23	15.5/28	A	Full House
24	15.5/24	A	MacGyver
25	15.5/24	N	NBC Sunday Movie
26	15.1/24	C	Newhart
27	15.1/24	N	Nearly Departed
28	15.0/24	A	Head of the Class
29	15.0/23	C	Murphy Brown
30	14.6/27	N	Amen
31	14.3/25	C	Dallas
32	14.1/25	A	20/20
33	13.8/22	C	Jake and the Fatman
34	13.5/24	A	Mr. Belvedere
35	13.5/23	N	Midnight Caller
36	13.5/22	N	My Two Dads
37.	13.4/23	A	Just the Ten of Us
38.	13.4/23	A	thirtysomething
39.	13.3/23	C	Kate and Allie
40.	13.2/26	A	Perfect Strangers
41.	13.0/23	N	Nightingales
42.	12.9/22	N	Dream Street
43.	12.8/23	C	Wiseguy
44.	12.5/24	N	227
45.	11.8/21	C	Falcon Crest
46.	11.7/19	C	Equalizer
47.	11.5/20	A	China Beach
48.	11.3/19	N	Family Ties
49	11.1/18	A	ABC Mystery Movie
50	10.7/17	A	Coach
51	10.6/17	A	Dynasty
52	10.6/17	A	Robert Guillaume Show
53	10.5/20	C	Beauty and the Beast
54	10.5/19	C	CBS Special Movie
55	10.2/16	C	CBS Tuesday Movie
56	10.0/17	C	48 Hours
57	9.9/16	N	Day by Day
58	9.8/19	N	Magical World of Disney
59	9.7/16	F	Married With Children
60	9.6/15	C	Tour of Duty
61	9.5/15	C	Heartland
62	9.2/16	F	America's Most Wanted
63	9.0/16	N	Unsub
64	8.9/14	C	Live-In
65	8.9/15	N	Quantum Leap
66	8.6/15	A	Burning Questions: Kids
67	8.3/16	C	Paradise
68	8.2/15	A	Mission: Impossible
69	8.1/14	A	Man Called Hawk
70	8.0/13	C	Hard Time on Planet Earth
71	7.7/14	N	Jim Hensen Hour
72	7.2/12	A	ABC Family Classic
73.	6.0/10	A	Moonlighting
74.	5.8/11	F	21 Jump Street
75.	5.6/11	A	Great Circuses of the World
76.	5.1/8	F	Garry Shandling Show
77.	4.8/8	F	Cops
78.	4.2/8	A	Men
79.	4.0/8	F	Reporters
80.	4.0/6	F	Tracey Ullman Show
81	3.8/7	F	Beyond Tomorrow
82.	3.3/5	F	Duet

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Cassandras *

(Week ending April 9)

	Rtg.	Show	Stns.	Covg.
1	13.9	Wheel of Fortune, syn.	227	99
2	12.4	Jeopardy	213	97
3	10.8	Cosby Show	197	97
4	10.6	Star Trek	231	97
5	9.3	Wheel of Fortune, wknd.	205	91
6	9.1	Oprah Winfrey Show	213	99
7	7.0	Entertainment Tonight	165	93
8	6.7	Current Affair	144	88
9	6.3	Donahue	222	98
10	6.1	Geraldo	194	99
11	6.1	Mama's Family, syn.	185	92
12	5.8	Superboy	176	92
13	5.6	People's Court	187	94
14	5.6	Star Search	145	95
15	5.4	Charles in Charge, syn.	129	91
The following programs are included, but not ranked:				
	5.7	Wrestling Network	144	90
	10.3	World Wrestling Fed.	247	96

* Nielsen syndicated weekly pocketpiece

served as moderator, made a stab at philosophy. He quoted Walter Lippman's definition of journalism: "A picture of reality on which the citizen can act." Stanley S. Hubbard, president and chief executive officer of Hubbard Broadcasting, who stoutly defended the Downeys and Riveras and their right to be outrageous, abjured elegance. He declared: "That's what news is; it's what turns people on."

Throughout the seminar, defenders and practitioners of tabloid or trash journalism argued that the only judge of their work they would accept is the public. "If we go overboard," said Robert W. Pittman, president and chief executive officer of Quantum Media Inc., creator of MTV and the Downey show, "they'll reject us." Or, as Rivera and others said, it is simply a matter of democracy at work.

The panel was done as one of Columbia University's "The Other Side of the News" series, which Friendly describes as an effort "to demystify the media." And Friendly, as moderator, was on occasion a sly inquisitor, setting guests up with seemingly innocent questions. Geraldo Rivera, for instance, was asked who were his role models. Walter Winchell, Edward R. Murrow and Merv Griffin, said Rivera. With that, Friendly played a tape of a Geraldo show dealing with sex surrogates. The piece showed Rivera interviewing a young woman billed as a sex therapist, and urging her to focus in her answers to his questions on the 10% of her therapy she says is devoted to engaging in sex with patients. "Are you really a journalist in the Murrow tradition?" asked Friendly, who had been Murrow's producer.

Friendly played no favorites, suggesting that newspapers, like television, were not above such efforts at circulation-building. At one point, he raised the issue of the picture on the front page of the New York Daily News that illustrated the story of the destruction of the Pan American plane over Scotland before Christmas. It showed a woman at Kennedy Airport, who had been expecting the arrival of her son, on the floor in an agony of despair. The headline read, "Not my baby." Was that "riveting" journalism, as F. Gillman Spencer, the editor of the newspaper said, or an invasion of privacy, as several on the panel insisted?

If any one of the panelists was a magnet for attention, it was Phil Donahue. As presented by Friendly, he was a good man gone wrong, pressured by the competition of Rivera and others into doing on his show some wild things he would not have done earlier in his career. Friendly presented a segment of a tape of an interview a dark-haired Donahue had done 10 years ago with former White House Chief of Staff H. R. Haldeman, then a segment of a more recent broadcast, the one dealing with transvestites, in which he appeared in a skirt. "Why do you do it?" Friendly asked. "You're a role model, and here you've really made a fool of yourself."

Donahue did not deny the pressure of competition was a factor. "I do what I think draws a crowd," he said. "We can't survive the syndicated competition we face if all we put on is the front page of *The Wall Street Journal*." But he also put a gloss of idealism on the confession of commercialism. "We bring in the Persian Gulf [stories] between showings of the male strippers"—the subject of another *Donahue*. And while he acknowledged that he has been pushing the edge of the socially acceptable envelope for years, dating back at least 21 years to a show he did on homosexuals, Donahue suggested that was not nec-

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Easy listening, CHR do well in winter books

Simulcasting status accounted for some close calls in the top two markets, according to the just-released winter 1989 Arbitron ratings. In New York, easy listening WPAT-AM-FM took the number-one spot away from long-time champ WHTZ(FM). The rating period assessed the contemporary hit station's performance during the period marked by the departure of Scott Shannon, former vice president of programing and operations and air personality at the station.

It's still too early to tell what impact Shannon is having on the opposite coast since his new home, contemporary hit KQLZ(FM) Los Angeles, did not hit the airwaves in time for the entire ratings period. Even without KQLZ in the picture, the contemporary hit battle in Los Angeles was a heated one during the winter ratings period. Contemporary hit KPWR(FM) maintained the number-one spot that it held in the fall 1988 book, but KIIS-FM made a strong second-place showing.

All results are based on the Arbitron winter 1989 radio local market report for the period Jan. 5-March 29 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Station	*Format*	*Winter*	
		88	*89*
New York			
WPAT-AM-FM	Easy listening	6.1	6.2
WHTZ(FM)	CHR	6.2	5.3
WCBS-FM	Oldies	4.3	4.7
WOR(AM)	Talk	3.9	4.5
WINS(AM)	News	4.9	4.3
WLTW(FM)	Soft contmp.	4.6	4.3
WRKS(FM)	Urban contmp.	4.0	4.2
WQHT(FM)	CHR	4.6	4.0
WBLS(FM)	Urban contmp.	4.6	3.8
WNEW-FM	AOR	3.5	3.5
WPLJ(FM)*	CHR	4.1	3.5
WABC(AM)	Talk	2.6	3.3

*Formerly WWPR(FM)

Los Angeles			
KPWR(FM)	CHR	7.1	6.4
KIIS-FM	CHR	6.6	6.2
KOST(FM)	Soft contmp.	5.3	5.6
KABC(AM)	Talk	5.8	4.9
KLOS(FM)	AOR	3.6	4.6
KJOI(FM)	Easy listening	3.9	4.5
KBIG(FM)	Soft contmp.	3.3	4.0
KNX(AM)	News	3.0	3.6
KTWV-FM	New AC	2.4	3.4
KRTH-FM	Adult contmp.	3.3	3.3
Chicago			
WGN(AM)	MOR/talk	9.2	9.5
WGCI-FM	Urban contmp.	9.2	7.4
WVAZ(FM)	Urban contmp.	4.3	6.0
WXEZ-AM-FM	Easy listening	5.5	5.1
WBBM(AM)	News	6.3	4.8
WLUP-FM	Adult rock	4.1	4.8
WCKG(FM)	Classic rock	2.6	4.0
WBBM-FM	CHR	4.2	3.8
WLIT-FM*	Soft contmp.	3.5	3.6

Continues on page 111.

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Continues from page 109.

WYTZ(FM)	CHR	3.8	3.6
WJMK(FM)	Oldies	3.4	3.4
WUSN(FM)	Country	2.6	3.4
WKQX(FM)	Adult contmp	2.0	3.1
WLUP(AM)	Talk	2.6	3.1

*Formerly WLAK(FM)

San Francisco

KGO(AM)	Newstalk	6.8	8.3
KABL-AM-FM	Easy listening	5.9	5.0
KMEL(FM)	CHR	6.1	5.0
KCBS(AM)	News/talk	4.7	4.6
KOIT-AM-FM	Soft contmp	3.2	3.8
KFRC(AM)	Classic MOR	4.3	3.7
KIOI(FM)	Adult contmp	3.5	3.6
KSAN-FM	Country	3.2	3.2
KKSF(FM)	New adult contmp	2.4	3.0
KRQR(FM)	AOR	2.5	2.8
KXXX-FM	Adult contmp	2.3	2.8
KSOL(FM)	Urban contmp	4.4	2.7

Philadelphia

WMMR(FM)	AOR	7.7	8.1
WEGX(FM)	CHR	6.5	7.9
KYW(AM)	News	7.3	7.2
WUSL(FM)	Urban contmp	7.1	7.1
WEAZ(FM)	Easy listening	7.6	5.9
WPEN(AM)	Nostalgia	5.9	5.3
WKSZ(FM)	Soft contmp	5.4	4.9
WYSP(FM)	Classic rock	4.7	4.5
WMGK(FM)	Adult contmp	4.5	4.3
WXTU(FM)	Country	4.6	4.0

Cable network moving into radio

Movietime, the basic cable television network that provides viewers with around-the-clock entertainment news, announced the formation of the Movietime Radio Network. The new radio service is scheduled to launch this June through agreements with Radio Today Entertainment, LBS Communications and Jon Sargent Productions.

"It's a natural evolution for the network," said Joe Shults, Movietime vice president of new business development, explaining the "synergies" between the new service and the company's existing operations. In addition to its TV network (launched in July 1987), the Hollywood-based company last February announced a cooperative agreement to produce *Movies USA*, a national in-theater magazine.

Shults would not reveal the cost of launching the radio network, but noted that costs would be limited due to Movietime's existing operations. Interviews from the TV service, for example, will be printed at greater length in the magazine and excerpted on the radio network. He said the radio service, which will be geared primarily toward contemporary hit radio audiences, is expected to cover at least 75% of the U.S. market by yearend.

New York-based Radio Today Entertainment will distribute Movietime Radio Network programing, which will be produced by Jon Sargent Productions. Advertising on the network's programs will be sold by New York-based LBS Communications.

Movietime has not yet named on-air talent for the new radio network, but Shults said the company would announce a "strong national name" as a featured host within the next few weeks. ☐

Katz signs exclusive Clear Channel representation agreement

Although deal follows other recent group consolidation agreements, industry players don't see it as trend

While industry players are reluctant to characterize it as part of a trend, another radio group has followed the recent footsteps of Emmis Broadcasting and Westwood One by signing all of its nationally represented stations to one rep firm. The winning company is Katz Radio Group, which last week took over all of the represented stations owned by Clear Channel Communications, a San Antonio, Tex.-based group that is expected to bill an estimated $8 million-$9 million at its properties this year.

"If you're more important to one firm, they may work a little bit better for you," said L. Lowry Mays, Clear Channel's president and chief executive officer, explaining the company's decision to sign exclusively with Katz. "It's better for communication," he said, giving as an example that "when you have manager meetings, it's easy to bring in the top persons from the rep firm to meet with all of the managers." Mays cautioned that although the change is expected to bode well for Clear Channel, many other groups are not likely to do the same because of properties that conflict with clients already represented by the major rep firms.

Katz Radio Group President Ken Swetz agreed with Mays that while this deal is a positive one for both companies, compatibility problems make group consolidation in general "very difficult" to accomplish. "Do I anticipate other clients doing it? No," said Swetz.

Nonetheless, marriages between group owners and exclusive rep firms have been consummated elsewhere in recent months. Interep's HNWH, which represented most of the Clear Channel properties that are now handled by Katz Radio Group, was on the receiving end of an exclusive group deal last March when it signed with Emmis Broadcasting. Eastman Radio, which lost some of the Emmis properties as a result of that transaction, just signed a deal to represent Westwood One's three major market stations.

Meanwhile, Eastman lost some of its stations in July 1988 when Phoenix-based group owner Edens Broadcasting signed an exclusive deal with Katz Radio Group's Christal Radio.

The activity has led some to speculate that a battle for exclusive group representation may be under way, a concept that is dismissed by the majority of the players involved.

Les Goldberg, president of Interep, said he would be "shocked" if there were sud-

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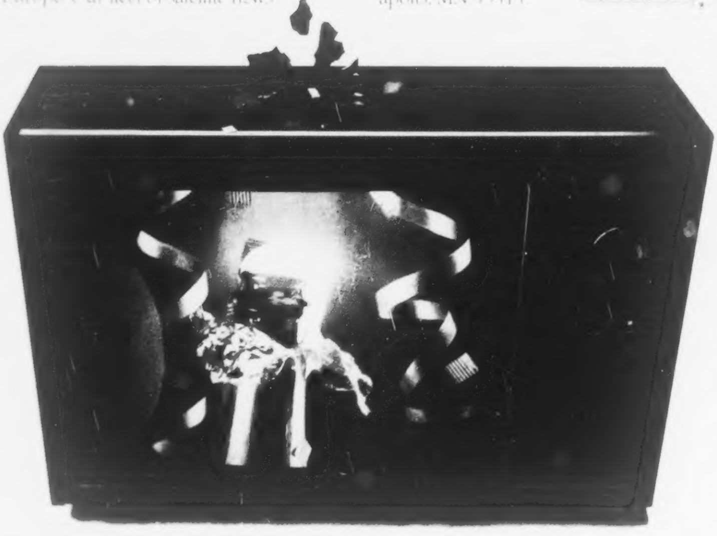

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Broadcasting May 1

Vol. 116 No. 18

Television network business...

In this exclusive report, BROADCASTING provides financial breakdowns of ABC, CBS and NBC. **PAGE 35.**

Fritts talks issues...

On eve of NAB convention, National Association of Broadcasters President Eddie Fritts provides status report on important legislative issues facing broadcasters—from telco entry to cable reregulation, and more. **PAGE 36.**

Hill triumvirate...

Senior House Telecommunications Subcommittee members Billy Tauzin, Al Swift and Tom Tauke (pictured l-r) assess states of art in broadcasting, cable, Hollywood and telephone businesses. **PAGE 67.**

37/GETTING ON LINE

RAB President Warren Potash prepares for his first major state of industry address at NAB gathering.

47/TV: 50 YEARS

BROADCASTING reprises its coverage of opening of New York World's Fair 50 years ago, when RCA inaugurated first regularly scheduled broadcasts in new medium of television.

79/NAB BLOCKBUSTER

More than 46,000 are expected to descend upon Las Vegas for NAB's annual gathering of industry executives, Washington policymakers and this year, more than 700 exhibitors displaying latest equipment.

108/TWO-STEP

For almost as long as Dick Clark hosted *American Bandstand*, he has headed production company that produces more than TV *Bloopers*.

116/CLASSROOM NEWSROOM

Ted Turner announces new 15-minute news and information program for secondary schools, beginning late this summer.

39/LEAVE 'EM LAUGHING

Television loses a legend with death of comedian Lucille Ball last week at age 77.

110/DOWNBEAT

TV personality Morton Downey Jr. alleges he was attacked by "skinheads" in airport restroom. Airport official says police were "not able to substantiate" Downey's story.

118/LOOKING AT RADIO'S TOP 10

Arbitron ratings indicate that group-owned radio stations in top-10 markets show more declines than gains in audience share over winter 1989.

125/VIEW FROM INSIDE

Documents in court case of *John Blair Communications vs. Reliance Capital Group* tell story of deal gone sour, as well as offering glimpse of economics of TV rep.

128/MIP-TV MARKETPLACE

New alignment of European TV companies, international co-production deals and growth of barter in Europe are among highlights of annual MIP-TV international program market in Cannes, France.

136/CERRITOS WAIVER

FCC sustains GTE telephone company's Cerritos, Calif., waiver to built coaxial system and grants permission to build parallel fiber optic system.

159/POLITICAL ACUMEN

Jim May combines strong political background with management skills as NAB's point man on Capitol Hill.

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Crossownership

■ *Telco-cable.* FCC [illegible] views on cable-telco issue [illegible] whether [illegible] to provide cable services [illegible] Congress [illegible] crossownership ban.

[illegible]

Duopoly [illegible]

Using same justification, FCC relaxed policy [illegible] waivers to one-to-a-market rules Dec. [illegible] 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast voices. Capital Cities/ABC, Great American Broadcasting, [illegible] Taft Broadcasting and New England Television [illegible] Boston were first to [illegible] waivers under new policy; their requests are pending.

Broadcast-newspaper. [illegible] appropriations [illegible] which was signed into law, [illegible] provision that prevents FCC from [illegible] broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, [illegible] ruled that statute passed by Congress in session's final hours violated First Amendment by prohibiting [illegible] extending current waivers of rule [illegible] newspaper-television station crossownership.

Direct Broadcast Satellites

[illegible] permittees and applicants to [illegible] Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds, 10 times more powerful than average C-band birds, will [illegible] direct-to-home television to [illegible] via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current [illegible] C-band consumers. Variety of large and small companies have [illegible] since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together business system, including consumer equipment manufacturers, programers and cable operators, as well as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that once its paired orbital assignment proposal is settled, not for several months, assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

Blue ribbon committee of FCC's advisory committee on advanced television service (ATS) has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines number of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. During blue ribbon committee meeting Apr. 17, group pushed back its goal for beginning of testing from Oct. 1 to Jan. 2, 1990.

BY THE NUMBERS

Summary of broadcasting and cable

SERVICE	ON AIR	CP's[1]	TOTAL *
BROADCASTING			
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ **Total Radio**	**10,505**	**1,201**	**11,706**
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ **Total TV**	**1,400**	**287**	**1,687**
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ **Total LPTV**	**624**	**1,713**	**2,337**
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

CABLE†	
Total subscribers	49.538.000
Homes passed	73.900.000
Total systems	8.000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. Instructional TV fixed service. Studio-transmitter link.

tal.

MSO's United Cable Television Corp. and United Artists Communications [illegible] Feb. 9 that they had reached agreement in principle on revised terms of their pending merger to form new company [illegible] Entertainment [illegible] said in January that they would be unable to meet Feb. [illegible] deadline and were reexamining their [illegible] agreement signed in March [illegible] September [illegible] current United [illegible] exchange [illegible] UAE class A and class B [illegible] United Cable shareholders [illegible] to receive [illegible] and right to [illegible] stock [illegible] under terms of new agreement [illegible] United Cable shares has been [illegible] to $37.50. TCI, which owns about 41% of United Cable and [illegible] of United Artists, would own majority of newly formed UAE. Companies have filed revised proxy materials at SEC.

Jack Kent Cooke signed letter of intent in January to sell 700,000-subscriber Cooke Cable Vision to consortium of seven operators for estimated $1.4[illegible] billion. In late March, Cooke said he had terminated sale process, but representative of buyer group said deal was still in negotiations. Buyers, assembled by San Francisco-based InterMedia Partners, working with broker Daniels & Associates, plan to split up among themselves systems in 19 states. Purchasing group includes Robin Cable TV partnership formed by InterMedia and Frank Washington, Tele-Communications Inc., TCA Cable TV, Hawk Cable (joint venture of Goshawk Corp. and Adelphia Communications Corp.), Falcon Cable, Chambers Communications and Rock Associates.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Association of Broadcasters President Eddie Fritts is urging Congress to reregulate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must-carry language, which they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and demanded that any legislation contain language protecting broadcaster's signal from being shifted off channel. Broadcasters also want must carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Network Rules

- FCC's financial interest and syndication rules are fast becoming hot item in Washington. Networks and Hollywood have been [illegible]

[illegible]

Network rules were adopted in 1970 to limit power of major networks, namely ABC, CBS and NBC. And FCC has taken action, indicating that it is interested in applying them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language television network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

- PBS and NAPTS held annual public TV meeting April 9-12 in San Diego, where consensus formed around proposal to create national programing "czar" at PBS with more centralized authority. NAPTS board expects to endorse one proposal next fall to CPB, which must report to Congress next January on efficiency of national program funding processes.

CPB asked House April 18 and Senate March 17 to provide full $265 million authorized for fiscal 1992, plus remainder of $200 million authorized for replacement of satellite due to expire in 1991. Administration would cap CPB funding at 1991 figure of $242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, $56.8 million.

Towery asked Congress on March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programing or other budget items unnecessary. Board also adopted $254,339,038 FY 1990 budget.

PBS board adopted $26,228,658 FY 1990 budget April 12, representing 6.09% increase over 1989. NAPTS board adopted $2.1 million FY 1990 budget same day. NPR board Feb. 7-8 set tentative $20.3 million FY 1990 member dues level ceiling. Current plans call for July start-up of expanded newscasts. In January, board appointed 10-member working group of "citizen leaders" to advise NPR on strategic plan for 1990's.

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RADIO TELEVISION CABLE SATELLITE

Broadcasting May 1

Vol. 116 No. 18

TOP OF THE WEEK

CCB/ABC	Revenues	Profits
TV network	$2,382,000,000	$178,000,000
Owned TV's	770,000,000	417,000,000
Radio networks	125,000,000	24,000,000
Radio stations	178,000,000	48,000,000
Video enterprises	340,000,000	100,000,000
Total broadcast group	3,795,000,000	767,000,000
NBC		
TV network	$3,018,000,000	$280,000,000
Owned TV's	590,000,000	257,000,000
Total broadcast group	3,608,000,000	537,000,000
CBS		
TV network	$2,185,000,000	$43,000,000
Owned TV's	382,000,000	152,000,000
Radio networks	57,000,000	8,000,000
Radio stations	153,000,000	29,000,000
Total broadcast group	2,777,000,000	232,000,000

These estimates were compiled from a variety of sources, including securities analysts reports and industry association studies. The sum of television network revenue numbers, net of agency commission, are greater than the three-network total compiled by the Broadcast Financial Management Association (BFMA) due to the inclusion of international, color-insertion and other revenue. Owned-station revenues for ABC, CBS and NBC do not include compensation from the networks. Most of the goodwill amortization (partial recognition of a price paid in excess of net assets)—amounting to roughly $45 million for ABC and $90 million for NBC—was allocated to the network. ABC television network booked lower costs—and thus higher profits—by $191 million, due to a prior write-down of program assets. Divisional overhead costs for all three broadcast groups are allocated roughly on the basis of revenue. Excluded from NBC's results are radio stations, most of which were sold mid-way through 1988, and cable interests, which in 1988 were not significant.

BROADCASTING'S EXCLUSIVE 'BIG-THREE' FINANCIAL BREAKDOWN

NBC rates number one in profits in 1988

In 1988 the television network business was more than ever a one-network business. Only NBC produced a cash profit margin more than 2% of revenue, and even that network's profit was flat with a year ago. Meanwhile, operating profit, on a cash basis, was down for the other two networks, and ABC, in fact, lost money.

CBS network revenue inched downward in 1988, while sales at ABC and NBC increased largely because of their respective Olympics broadcasts. Overall three-network revenue was up 8%. TV station-group revenue at CBS was up several percentage points, while both other groups had substantial increases, again because of special-event programing.

Of course, it was a year of exceptions. Last year saw Olympics and elections, a writers' strike and the lingering repercussions of Wall Street's late-'87 crash. There were more asterisks in the post-acquisition accounting at two of the networks. But even with all the ifs, ands or buts aside, all three broadcast groups were eclipsed last year, perhaps for the first time, by the cable industry's largest MSO. As of 1988, Tele-Communications Inc. had greater operating cash flow—using a simple definition of operating income plus depreciation and amortization—than ABC, CBS or NBC.

There are several explanations for the operating profit of the NBC television network, surprisingly low considering NBC's substantial prime time ratings lead. The network continues to be relatively weak in daytime, a daypart with traditionally high profit margins, and news. Problems with daytime revenue, which declined for all three networks in 1988 by almost 6%, undoubtedly were a substantial contributor to the overall network profit decline.

The summer Olympics generated substantial revenue for NBC, but not much more, if any, than the games' costs, which were virtually all allocated to the network. Also mostly borne by the television network were most of the accounting, non-cash, expenses—some of which are a legacy of the 1986 sale of NBC to General Electric.

Even taking out the various non-cash accounting adjustments, one might end up with three-network operating income of roughly $440 million, which works out to a margin of less than 6%, probably the lowest such margin in recent history. With previous cost-cutting leaving little room for further savings in many network operations, the networks continue to be aware that, in a simple manner of speaking, they could double that $440 million operating income by eliminating the compensation paid to affiliates.

As for their owned TV stations, operating results were boosted by strong sales in several major markets and by Olympics-related revenue for both ABC and NBC owned stations—which did not have to bear a proportionate burden of the costs. NBC's owned stations group, which did not yet include WTVJ(TV) Miami, accounted for all of the $40 million increase in the broadcast group's operating profit.

As in television, so in radio. The radio network business in 1988 was called in one network's annual report a "declining marketplace." ABC radio network results are believed to have increased only marginally, and Ray Katz, securities analyst with Mabon Nugent & Co., said that without the NFL broadcast rights, CBS Radio might not have shown much of a profit. The two companies' radio stations had better results in 1988.

Showing the fastest growth on underlying business was ABC's video enterprises, primarily on the strength of 80%-owned ESPN.

Whether the network television business finally begins to reap the bottom-line harvest promised by its new owners will probably be known this year. There will be few if any exceptions in 1989—although some residue of the writers' strike will be felt. With a supply-demand balance currently in their favor, observers are watching to see whether the Big Three are more than dinosaurs. □

‘Summer season’ week one: NBC 13.3, CBS 11.8, ABC 11.6

Nielsen	◻	Net	◻ Show
1.	26.3/39	A	Roseanne
2.	20.6/37	N	Cosby Show
3.	20.2/31	A	Have Faith
4.	19.9/34	N	Different World
5.	19.7/32	N	Cheers
6.	19.2/30	A	Wonder Years
7.	18.6/34	N	Golden Girls
8	18.5/36	C	60 Minutes
9	17.8/32	N	Empty Nest
10.	17.5/35	N	Hunter
11.	17.1/29	A	Who's the Boss?
12.	17.1/28	N	NBC Sunday Movie
13.	17.0/30	C	Knots Landing
14.	16.2/27	C	Murder, She Wrote
15.	15.6/29	A	20/20
16.	15.5/25	N	Matlock
17.	15.5/27	N	Unsolved Mysteries
18.	15.4/25	N	Nick and Hillary Special
19.	15.2/25	A	ABC Mystery Movie
20.	14.8/25	C	Jake and the Fatman
21.	14.7/24	A	ABC Sunday Movie
22.	14.7/26	N	ALF
23.	14.2/24	A	Head of the Class
24.	14.0/23	N	Night Court
25.	13.9/25	A	Growing Pains
26.	13.8/21	C	Deisgning Women
27.	13.8/22	C	Murphy Brown
28.	13.5/24	N	L.A. Law
29.	13.4/24	A	Just the Ten of Us
30.	13.2/26	A	Full House
31.	13.2/21	N	NBC Monday Movie
32.	13.2/22	N	Nearly Departed
33.	13.0/21	N	NBC Tuesday Movie
34.	12.9/24	A	Mr. Belvedere
35.	12.8/20	C	CBS Tuesday Movie
36.	12.7/22	A	MacGyver
37.	12.6/24	N	Amen
38.	12.5/21	A	thirtysomething
39.	12.5/20	C	Newhart
40.	12.1/22	C	People Magazine on TV
41.	11.9/22	N	Nightingales
42.	11.8/20	N	My Two Dads
43.	11.6/19	N	Family Ties
44.	11.4/21	C	CBS Friday Movie
45.	10.9/18	A	Dynasty
46.	10.9/18	C	CBS Sunday Movie
47.	10.8/23	A	Perfect Strangers
48.	10.8/18	C	Equalizer
49.	10.6/18	A	Coach
50.	10.6/19	C	48 Hours
51.	10.6/17	F	Married... With Children
52.	10.6/22	N	One of the Boys
53.	10.5/19	A	China Beach
54.	10.4/17	C	Rescue: 911
55.	10.2/18	C	Heartland Special
56.	10.1/17	A	Robert Guillaume Show
57.	9.8/16	C	Heartland
58.	9.6/17	F	America's Most Wanted
59.	9.3/19	C	Beauty and the Beast
60.	8.9/17	C	Jesse Hawkes
61.	8.9/16	C	Live-In
62.	8.9/15	C	This is America: C. Brown, par
63.	8.4/15	C	Bugs Bunny Bustin' Out
64.	7.8/15	C	West 57th
65.	7.5/13	A	Burning Questions
66.	7.2/14	A	Mission: Impossible
67.	7.2/13	N	Hogan Family, special
68.	6.8/13	N	Quantum Leap
69.	6.5/13	N	Little Bit Strange
70.	6.2/11	A	ABC Family Classic
71.	6.2/13	N	Jim Henson Hour
72.	6.1/12	A	Incredible Sunday, special
73.	5.9/11	A	Man Called Hawk
74.	5.9/10	A	Moonlighting
75.	5.7/11	N	Dream Street
76.	5.6/11	F	21 Jump Street
77.	5.2/8	F	Garry Shandling Show
78.	4.5/9	A	Men
79.	4.5/8	F	Cops
80.	4.4/7	F	Tracey Ullman Show
81.	4.0/7	F	Duet
82.	3.3/6	F	Beyond Tomorrow
83.	2.9/6	F	Reporters

Cassandras *

(Week ending April 16)

Rank	Rtg	Program	Stns	Covg
1.	14.4	Wheel of Fortune, syn.	229	99
2.	12.5	Jeopardy	212	98
3.	10.1	Cosby Show	197	97
4.	9.9	Star Trek	235	97
5.	8.5	Oprah Winfrey Show	208	98
6.	7.7	Wheel of Fortune, wknd.	186	85
7.	6.9	Entertainment Tonight	166	93
8.	6.8	Univ. Pictures Debut Net.	139	95
9.	6.2	Current Affair	146	89
10.	6.1	Donahue	222	98
11.	5.9	People's Court	190	93
12.	5.9	Star Search	144	95
13.	5.7	Geraldo	196	98
14.	5.0	Color Classic Network Two	162	95
15.	5.0	Mama's Family, syn.	178	86
16.	5.0	Superboy	170	91
	6.7	Wrestling Network	143	90
	9.7	World Wrestling Fed.	250	97

local avails. Steinlauf said that cable operators find the most success in selling local advertising in ESPN and CNN, and Mizlou's yet untitled network should fall into that category. There are no plans to provide equity for cable affiliates, said Steinlauf, but acknowledged they can buy into the public offering like anybody else. ◻

Hispanorama Inc. an independent, Hispanic-owned production company, has been formed to produce Spanish-language TV programs for domestic and international syndication. Company has also signed a distribution deal with LBS, marking the first time a major American syndicator has entered the Hispanic market, according to the company. Its first show is a daily, one-hour talk show strip, *TV Con Barral,* scheduled to begin airing in the U.S. and abroad this month. The series has been cleared in eight domestic markets—Miami; Washington; Boston; Hartford, Conn.; Tucson, Ariz.; Albuquerque, N.M., and Laredo and Brownsville, both Texas. *Barral* will also be seen in Puerto Rico, Venezuela and Ecuador. The second project, according to President-CEO Marcelino Miyares, is *Medi-Mundo,* a health-oriented program scheduled to debut in May. A third show, aimed at Hispanic teenagers, is also in development. These and other programs will be produced at New York's Time Square Studios.

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The Buckley Broadcasting Corporation

Group-owned top-10 radio stations show overall decline in audience share

Comparison of 1988-89 Arbitron ratings shows audience share more often decreasing than increasing during winter '89

Top-10 market radio stations owned by groups saw more declines than increases in audience share during winter '89, based on a comparison with Arbitron ratings for the same period last year. The findings, which represent a selection of 10 groups with at least six stations each in the top 10 markets, reflect overall listening and not key demographics for the individual stations. Many of the properties listed, which include recent station acquisitions, remain market leaders despite dips in rating share.

CBS Broadcast Group

The CBS Radio Division saw a rise at five of its 16 radio stations in the top 10 markets. Stations experiencing an increase were oldies WCBS-FM New York, from 4.3 to 4.7; news KNX(AM) Los Angeles, from 3.0 to 3.6; AOR KRQR(FM) San Francisco, from 2.5 to 2.8; news-talk WCAU(AM) Philadelphia, from 2.6 to 3.5, and oldies WOGL(FM) Philadelphia, from 3.0 to 3.4. Those taking a dip were news WCBS(AM) New York, from 3.4 to 2.7; CHR WBBM-FM Chicago, from 4.2 to 3.8; news-talk KCBS(AM) San Francisco, from 4.7 to 4.6; oldies WODS(FM) Boston, from 4.8 to 4.7; adult contemporary WLTT(FM) Washington, from 3.6 to 3.5; AOR KTXQ(FM) Dallas, from 4.6 to 3.6; adult contemporary KLTR(FM) Houston, from 4.5 to 3.7, and news WBBM(AM) Chicago, from 6.3 to 4.8. KODJ-FM Los Angeles, which switched to oldies last March and changed its call letters from KNX(FM), dropped from 1.9 to 1.1. Two stations purchased last March by CBS also experienced drops: news WWJ(AM) Detroit, from 4.7 to 4.6, and easy listening WJOI(FM) Detroit, from 5.9 to 5.5.

Capital Cities/ABC Broadcast Group

Five of the 13 Capital Cities/ABC radio stations in the top 10 markets saw an increase in ratings over the same period last year. Among the stations on the rise were talk WABC(AM) New York, rising from 2.6 to 3.3; AOR KLOS(FM) Los Angeles, rising from 3.6 to 4.6; news-talk KGO(AM) San Francisco, rising from 6.8 to 8.3; country KSCS(FM) Fort Worth, rising from 4.2 to 6.7, and CHR WRQX(FM) Washington, rising from 3.8 to 4.5. Stations dropping in share were CHR WPLJ-FM New York, from 4.1 to 3.5; talk KABC(AM) Los Angeles, from 5.8 to 4.9; MOR WLS(AM) Chicago, from 1.7 to 1.6; CHR WYTZ(FM) Chicago, from 3.8 to 3.6; CHR WHYT(FM) Detroit, from 4.9 to 4.4; MOR-news-talk WJR(AM) Detroit, from 10.0 to 9.6; country WBAP(AM) Dallas, from 5.3 to 5.1, and variety WMAL(AM) Washington, from 6.2 to 6.1.

Infinity Broadcasting Corp.

Infinity Broadcasting's lineup of 13 stations experienced a mixed bag of results: one station maintained market share, while nine dropped and three picked up in the ratings. On the rise were adult contemporary WOMC(FM) Detroit, up from 2.9 to 3.6; adult contemporary KVIL(AM) Highland Park (Dallas), up from 0.5 to 0.6, and KVIL-FM Highland Park (Dallas), up from 7.6 to 8.7. Stations showing a decline were Hispanic AOR KOME(FM) San Jose (San Francisco), from 1.5 to 1.4; WJIT(AM) New York, from 0.6 to 0.5; classic rock WXRK(FM) New York, from 3.5 to 3.1; AOR KROQ-FM Los Angeles, from 3.4 to 3.0; MOR WJJD(AM) Chicago, from 3.2 to 2.7; classic rock WYSP(FM) Philadelphia, from 4.7 to 4.5; AOR WBCN(FM) Boston, from 7.2 to 5.1; AOR WJFK(FM) Manassas, Va. (Washington), from 1.7 to 0.9 and Hispanic KXYZ(AM) Houston, 1.7 to 1.0.

Emmis Broadcasting Corp.

Indianapolis-based Emmis Broadcasting, which maintains eight stations in the top 10 markets, saw a rise at three of the properties, while one maintained and four dropped in share. Stations experiencing an increase were sports WFAN(AM) New York, from 1.0 to 1.8; top-40 WKQX(FM) Chicago, from 2.0 to 3.1; adult contemporary KXXX-FM San Francisco, from 2.3 to 2.8. CHR WAVA(FM) Arlington, Va. (Washington), maintained its 5.2 share over both ratings periods. Stations dropping included CHR WQHT(FM) New York, from 4.6 to 4.0; easy listening WJIB(FM) Boston, from 6.1 to 5.4; AC KKHT(FM) Houston, from 3.2 to 2.5, and CHR KPWR(FM) Los Angeles, from 7.1 to 6.4.

Rating the rest

Listed below are winter 1989 Arbitron ratings for radio markets six to 10 (for markets one to five, see BROADCASTING, April 24). All results are based on Arbitron local market reports for the period Jan. 5-March 29 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight).

Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

		Winter	
Station	*Format*	*88*	*89*
Detroit			
WJR(AM)	MOR/news/talk	10	9.6
WJLB(FM)	Urban contemp.	8.5	6.9
WJOI(FM)	Easy listening	5.9	5.5
WWWW(FM)	Country	4.0	5.2
WLLZ(FM)	AOR	4.6	4.7
WWJ(AM)	News	4.7	4.6
WHYT(FM)	CHR	4.9	4.4
WDFX(FM)	CHR	2.8	4.1
WCZY-FM	CHR	5.5	4.0
WNIC-FM	Adult contemp.	3.6	4.0
WOMC(FM)	Adult contemp.	2.9	3.6
Boston			
WRKO(AM)	Talk	6.7	7.7
WXKS-FM	CHR	6.5	7.1
WBZ(AM)	Adult contemp.	7.1	6.6
WZOU(FM)	CHR	5.4	5.7
WJIB(FM)	Easy listening	6.1	5.4
WBCN(FM)	AOR	7.2	5.1
WODS(FM)	Oldies	4.8	4.7
WHDH(AM)	Adult contemp.	5.8	4.4
WSSH-FM	Soft contemp.	4.3	4.3
WZLX(FM)	Classic hits	3.4	4.2
Dallas-Ft. Worth			
KVIL-AM-FM	Adult contemp.	8.1	9.3
KKDA-FM	Urban contemp.	8.7	8.5
KSCS(FM)	Country	4.2	6.7
KPLX(FM)	Country	7.8	6.6
WBAP(AM)	Country	5.3	5.1
KHYI(FM)	CHR	5.6	4.8
KRLD(AM)	News	5.8	4.8
KEGL(FM)	CHR	5.3	4.5
KMEZ-FM*	Easy listening	2.1	4.4
KLUV(FM)	Oldies	3.3	3.8
KQZY(FM)	Soft contemp.	3.7	3.7
Washington			
WGAY-FM	Easy listening	8.1	7.5
WMAL(AM)	Variety	6.2	6.1
WMZQ-AM-FM	Country	5.7	6.1
WPGC-FM	CHR	4.6	5.7
WKYS(FM)	Urban contemp.	6.2	5.3
WAVA(FM)	CHR	5.2	5.2
WHUR-FM	Urban contemp.	5.2	4.8
WASH-FM	Adult contemp.	2.5	4.5
WRQX(FM)	CHR	3.8	4.5
WCXR-FM	Adult contemp.	3.4	4.4
WWDC-FM	AOR	5.1	4.1
WLTT(FM)	Adult contemp.	3.6	3.5
Houston-Galveston			
KIKK-FM	Country	6.9	8.8
KMJQ(FM)	Urban contemp.	8.5	8.8
KKBQ-AM-FM	CHR	7.6	6.5
KILT-FM	Country	6.0	6.4
KTRH(AM)	News	5.4	6.0
KRBE-FM	CHR	7.9	5.8
KODA(FM)	Easy listening	5.2	5.3
KQUE(FM)	MOR	3.2	4.8
KLOL(FM)	AOR	5.6	4.3
KZFX(FM)	Classic rock	3.7	4.3
KLTR(FM)	Adult contemp.	4.5	3.7
KLDE(FM)	Oldies	2.2	2.9

*Formerly KDLZ-FM

to 2.5, and CHR KPWR(FM) Los Angeles, from 7.1 to 6.4.

Malrite Communications

Malrite Communications maintained share at two of its six stations in the top 10 markets: country KLAC(AM) Los Angeles held steady at 1.2, while country KSAN-FM San Francisco stayed at 3.2. Three of the company's stations declined in share: CHR WHTZ(FM) Newark, N.J. (New York), dropped from 6.2 to 5.3; country KZLA-FM Los Angeles dropped from 2.4 to 2.3, and country KNEW(AM) Oakland (San Francisco) dropped from 1.5 to 1.3. CHR WEGX(FM) Philadelphia saw a rise from 6.5 to 7.9 during the period.

Westinghouse Broadcasting Co.

Westinghouse's Group W Radio, which has agreed to purchase the stations owned by Legacy Broadcasting and Metropolitan Broadcasting (BROADCASTING, April 24), saw declines in four of the company's seven major market stations. Dropping were news WINS(AM) New York, from 4.9 to 4.3; news KFWB(AM) Los Angeles, from 3.3 to 2.9; news KYW(AM) Philadelphia, from 7.3 to 7.2, and adult contemporary WBZ(AM) Boston, from 7.1 to 6.6. On the rise were easy listening KODA(FM) Houston, from 5.2 to 5.3, and all-news WMAQ(AM) Chicago, from 1.1 to 1.6. Soft contemporary KQZY(FM) Dallas maintained a 3.7 share.

Bonneville International Corp.

Bonneville showed increases at most of its stations, picking up ratings at five of its seven major market properties. On the rise were soft contemporary KBIG(FM) Los Angeles, from 3.3 to 4.0; soft contemporary KOIT(AM) San Francisco, from 0.5 to 0.6; soft contemporary KOIT(FM) San Francisco, from 2.7 to 3.2; soft contemporary WNSR(FM) New York, from 2.8 to 3.1, and classic hits KZPS(FM) Dallas, from 2.0 to 2.4. Among stations with declining shares were adult contemporary WTMX(FM) Skokie, Ill. (Chicago), formerly WCLR(FM), from 3.4 to 2.7, and big band KAAM(AM) Dallas, from 1.1 to 0.9.

Viacom Broadcasting Inc.

Viacom Broadcasting showed increases at most of its seven major market radio properties. On the rise were soft contemporary WLIT(FM) Chicago (formerly WLAK[FM]), from 3.5 to 3.6; country WMZQ(AM) Arlington, Va. (Washington), from 0.2 to 0.3; country WMZQ-FM Washington, from 5.5 to 5.9; country KIKK-FM Houston, from 6.9 to 8.8, and adult contemporary WLTI(FM) Detroit, from 2.8 to 3.5. Dropping in share were country KIKK(AM) Pasadena, Tex. (Houston), from 1.0 to 0.6, and adult contemporary WLTW(FM) New York, from 4.6 to 4.3.

Gannett Broadcasting

Gannett Broadcasting, which owns seven properties in the nation's top 10 markets, experienced a decline at several of the stations. Among those dropping were top-40 KIIS-FM Los Angeles, from 6.6 to 6.2; urban contemporary WGCI-FM Chicago, from 9.2 to 7.4; urban contemporary WGCI(AM) Chicago, from 0.5 to 0.4; CHR KKBQ-FM Pasadena, Tex. (Houston), from 7.4 to 6.2, and CHR KOAI(FM) Denton, Tex. (Dallas), from 2.7 to 2.3. On the rise were CHR KKBQ(AM) Houston, up from 0.2 to 0.3, and top-40 KIIS(AM) Los Angeles, from 0.2 to 0.9.

Greater Media Inc.

Among declines at Greater Media, which has 13 major market properties, were classic rock KLSX(FM) Los Angeles, from 3.0 to 2.5; oldies KRLA(AM) Pasadena, Calif. (Los Angeles), from 1.3 to 0.8; adult contemporary WMGK(FM) Philadelphia, from 4.5 to 4.3; big band WPEN(AM) Philadelphia, from 5.9 to 5.3; easy listening WGAY-FM Washington, from 8.1 to 7.5; talk WWRC(AM) Washington, from 2.3 to 2.1; classic rock WCSX(FM) Birmingham, Mich. (Detroit), from 4.7 to 3.3; oldies WHND(AM) Monroe, Mich. (Detroit), from 0.8 to 0.5, and MOR WGSM(AM) Huntington (New York), from 0.4 to 0.3. Adult contemporary WMJX(FM) Boston rose from 3.0 to 3.7; adult contemporary WMGQ(FM) New Brunswick, N.J. (New York) maintained its 0.3 share. Greater Media stations that were not rated during the winter '88 period included oldies WMEX(AM) Boston, registering a 0.7 during winter '89, and easy listening WCTO(FM) Smithtown, N.Y. (New York), which reached a 0.5 share during the same period.

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ABC's prime time promotion

ABC Television Network turned to radio to help promote itself during 1989's February sweeps, and plans to do the same during May and November. Advertising firm Shelton Leigh Palmer & Co. said it has been contracted to create and produce more than 100 radio commercials for the network, including the "Columbo Rap" promo featured on stations earlier this year. Other targeted programs include *Roseanne*, *thirtysomething* and *Who's The Boss?*

Meanwhile, ABC Radio Network said that this week marks the debut of *ABC Morning Show Prep*, a market-exclusive programing service. Available to affiliates of the ABC Rock Network, the ABC FM Network and the ABC Contemporary Network, the new service is designed to help give morning shows hard copy (fed via the ABC Data Channel) and corresponding audio feed. Materials, set to arrive at affiliate stations daily at 5 a.m. ET, include running commentary on life's oddities; unusual true stories; news and gossip capsules along with related comedy bits; ABC actualities, selected for comedic value; rotating scripted comedy features; "useless" advice tips; comedy co-op bits culled from participating stations, and special "celebrity birthday" and "this day in history" segments.

Sixteen radio stations nationally have been testing the service for the past 16 weeks, including WDIZ(FM) Orlando and KRNB(FM) Memphis. *Morning Show Prep's* executive producers are Sarit Catz and Gloria Ketterer, both former writers and performers with the American Comedy Network. ABC has also contracted New York personality Ross Brittain of WHTZ(FM) Newark, N.J., to provide the "celebrity birthday" and "this day in history" segments.

Among the latest developments at ABC Radio Network's *American Top 40*: begin-

C1750-1
5/9/89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 8

WE LISTEN TO YOU!

UNITED STATIONS RADIO NETWORKS

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58th Year 1989

NAB'89

Trying to get a fix on the future

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SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY

BETHESDA MD 20814

Vol. 116 No. 19

Broadcasting May 8

NAB '89: 50,000 strong...

Those attending largest ever National Association of Broadcasters gathering hear mixed news from lawmakers regarding pending Fifth Estate legislation and undercurrent of uncertainty about future of radio and television. **PAGE 27.** BROADCASTING's gavel-to-gavel coverage of NAB speakers, panel sessions and equipment begins on **PAGE 35.**

HDTV marketplace... Latest advances in advanced television are found at NAB convention. **PAGE 32.**

Cable initiative... Tele-Communications Inc. chief John Malone outlines his vision of broadcasting's future—essentially as supplier of programing to cable. **PAGE 31.**

30/***TELCO DELIVERY AND PROGRAMING***
Bell Atlantic President Raymond Smith says his company wants to get into TV business as delivery service and as programer.

33/***ABC CANCELLATIONS***
ABC Entertainment pulls two reality specials from its schedule.

34/***WRIGHT PREDICTIONS***
NBC President Robert Wright says future of TV is pay.

34/***NEW UNIT***
Capital Cities/ABC plans new in-house venture to supply programing to U.S. cable and international television markets.

83/***'ANIMALS, ACTION AND ADVENTURE'***

ABC/Kane Productions President Dennis Kane says production is ahead of schedule for first installment of specials for ABC.

38/***STAYING THE COURSE***
FCC Chairman Dennis Patrick urges broadcasters to stay true to marketplace and First Amendment.

78/***REP COMMITMENT***
In deal valued at about $25 million, ABC Radio Network will stay with GE Americom for satellite distribution.

81/***BECOMING THE BIGGEST***
WPP Group's proposed $700 million acquisition of The Ogilvy Group could create world's largest advertising-based company.

84/***MOVE OVER, MISS PIGGY***
New cast of Muppet characters created by Jim Henson Productions debuts next fall in HBO series.

Henson

94/***CONTINENTAL ATTRACTION***
U.S. programers consider European-based television co-ventures.

95/***GOING GLOBAL***
DDB Needham Worldwide executive John Bernbach outlines development of pan-European advertising.

97/***THAT'S THE TICKET***
International Telesystems Inc. says its new service, TickeTV, can put TV stations and nonaddressable cable systems in PPV business with relatively little financial risk.

119/***BORN TO RUN***
Broadcast executive and AWRT President Diane Sutter says that being flexible and willing to try new things are "key elements to successful management and leadership."

DEPARTMENTS

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least if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (Broadcasting, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable. FCC has tentative plans to hold en banc hearing in June to air industry views on cable-telco issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend that Congress lift telco-cable crossownership ban.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13 saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against tentative conclusion, continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (Broadcasting, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market. FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

Broadcast-newspaper. Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership bar.

Indecency

Implementing stringent indecency law signed by President Reagan last fall (Broadcasting, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (Broadcasting, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times of day when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages (Broadcasting, April 3).

International

■ French pay TV service Canal Plus has emerged winner in allocation of channels on France's direct broadcast satellite TDF 1. Among five transponders allocated by French government are Canal Plus Germany, German-language pay film channel in joint venture between Canal Plus and German media conglomerate Bertelsmann, as well as celestial version of Canal Plus's terrestrial French pay channel. Canal Plus also has 10% stake in children's channel that will share transponder with evening Euromusique service. Other channels are all-day sports channel run by French public broadcasters and joint Franco-German cultural channel. Locked out of TDF-1 were leading French broadcaster TF1, as well as Europe-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	**10,505**	**1,201**	**11,706**
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	**1,400**	**287**	**1,687**
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	**624**	**1,713**	**2,337**
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

an media moguls Silvio Berlusconi of Italy and Leo Kirch of West Germany, who had sought variety of channels.

In wake of French satellite decision, losing consortium of Berlusconi, Kirch and TF1 have responded by advancing plans to form new joint venture European production company. Among venture's first projects are English-language 2-part version of play "Saturday, Sunday, Monday," with Sophia Loren and Marcello Mastroianni, and sequel to *A Child Named Jesus*, recently sold to Tribune Broadcasting in the U.S.

Capital Cities/ABC, which already owns 25% through ESPN of London-based satellite sports service Screensport, has taken substantial minority share in Munich TV company Tele-Munchen, producer-distributor and majority owner of German satellite service Tele5. Company is also negotiating three similar deals this year on continent, including one in Spain.

NBC plans to launch its new cable consumer and business news service, CNBC, in Europe, Japan and the Pacific following its April 17 domestic start date.

New European transfrontier broadcast law has been essentially completed, following Council of Europe's formal adoption of new broadcasting convention and near agreement by European Commission on separate but similar plan. New regulations would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers. In apparent win for U.S. program exporters, only minimal quotas against non-European shows are proposed. Ads can fill up to 20% of any hour or 15% of daily schedule, and limitations are placed on tobacco products, pharmaceuticals and alcohol.

Phone company US West has made joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups. Government decision is expected this summer.

Rupert Murdoch has launched Sky Television satellite service aimed at Britain's nascent direct-to-home dish viewership. Using 16-channel Luxembourg Astra satellite, three new channels—sports, news and movies—joined existing but upgraded Sky Channel service, and will be followed later this year by pay Disney Channel and Sky Arts. MTV Europe is also on Astra.

Public Broadcasting

■ PBS and NAPTS believe public TV stations found consensus at April annual meeting to create national programing czar. Chief programing executive plan would centralize program funds and authority at PBS. NAPTS-led National Program Funding Task Force is expected to present refined czar proposal at PBS Programing Meeting June 14-17 in Marco Island, Fla., and to forward final version next fall to CPB, which must report to Congress next January on national program funding efficiency.

CPB asked House April 18 and Senate March 17 to provide full $265 million authorized for fiscal 1992, plus remainder of $200 million authorized for replacement of satellite due to expire in 1991. Administration has recommended capping CPB at 1991 figure of $242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, $56.8 million. CPB board has adopted $254,339,038 FY 1990 budget.

Towery asked Congress on March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programing or other budget items unnecessary.

PBS board adopted $26,228,658 FY 1990 budget April 12, representing 6.09% member dues increase over 1989. NAPTS board adopted $2.1 million FY 1990 budget same day. NPR board Feb. 7-8 set tentative $20.3 million FY 1990 member dues level ceiling. Current plans call for July start-up of expanded newscasts. In January, board appointed 10-member working group of "citizen leaders" to advise NPR on strategic plan for 1990's.

TV Marti

■ Backers of Radio Marti, which broadcasts news, information and entertainment to Cuba, are lobbying Congress to establish affiliated television service. Congress last year appropriated $7.5 million in start-up funds for proposed service, and in early April House Foreign Affairs Committee adopted legislation authorizing $16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project (and one is planned for later this year) has demonstrated its feasibility.

Cuba's vice president has reportedly issued warning that Cuba will take all "appropriate measures" against TV Marti.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator.

Wireless cable's principal problem remains inability to secure right to cable programing at what operators feel are equitable rates. Wireless pioneers charge that programers' recalcitrance is due to pressure from conventional operators, programers' principal customers and, in some cases, their owners. Programers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security. ▰

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Founded 1931. Broadcasting-Telecasting introduced in 1946. Television* acquired in 1961. Cablecasting* introduced in 1972. *Reg. U.S. Patent Office. Copyright 1989 by Broadcasting Publications Inc.*

and Disney about possible projects for them. □

Paramount's Monsky takes over 'Tabloid'

Former Media Broadcasting Services president will supervise 'overall look and tone' of show

Paramount confirmed last week that Mark Monsky has been named executive producer of *Tabloid* ("Closed Circuit," BROADCASTING, May 1). Monsky joins the half-hour news/entertainment show from Media Broadcasting Services Inc., where he served as president and executive producer of such specials as *Hong Kong Before China* and *Social Insecurity* for NBC, and *Unauthorized Biographies*, a series of two-hour specials for Orbis Communications.

Monsky

"Mark Monsky brings to *Tabloid* an established track record as an executive producer and extensive experience in the television news arena," said Frank Kelly, Paramount's executive vice president, programing, domestic television. "As executive producer of *Tabloid*, he will be involved in developing the format of the show, hiring key production staff, and supervising the overall look and tone of the show," said Kelly, adding: "We feel his background and innate sense of what makes news will be invaluable to the success of this program."

Monsky's appointment comes on the heels two weeks ago of Paramount's naming Alan Frio as anchor of the show. Frio will join *Tabloid* on July 1, coming from CBS O&O WCAU-TV Chicago, where he has been news anchor since 1984.

Tabloid is cleared in 110 markets representing 80% of the country. □

New Muppet show for HBO

Henson creations to be featured in program set for September debut

Jim Henson Productions' *The Ghost of Faffner Hall*, an original 13-week family series focusing on the world of music, will debut on HBO next September. A new cast of Muppet characters will interact with such guests as Joni Mitchell, Dizzy Gillespie, Mark Knopfler, Bobby McFerrin, Ry Cooder, Ladysmith Black Mombazo, James Taylor and the Gil Evans Band.

While not "formally educational," according to Henson, the new show presents a "wonderful opportunity to open kids up to a wide variety of musical concepts and styles." The program is based on a music curriculum developed by Professor John Paynter, head of the music department at the University of York, England, and his colleague, composer

'The Ghost of Faffner Hall'

Summer season week two: still waiting for an audience boost

The summer season's second week (ended April 30) went to NBC when that network posted a 13.7 rating and 23.8 share. CBS came in second with an 11.7/ 20.6. ABC closed out week two with an 11.4/ 19.7. The combined rating for week two delivered 33.26 million households, up 91,000 households from the summer's week one.

Nielsen		Net	Show
1	22.3/35	A	Roseanne
2	21.2/39	N	Cosby Show
3	20.8/34	N	Cheers
4	20.0/35	N	Different World
5	19.6/33	C	Murder, She Wrote
6	18.7/34	N	Golden Girls
7	18.1/30	A	Wonder Years
8	18.1/29	N	Dear John
9	18.1/30	N	L.A. Law
10	17.7/32	N	Empty Nest
11	17.6/28	N	NBC Sunday Movie
12	17.3/30	A	Who's the Boss?
13	17.2/27	N	In the Heat of the Night
14	17.1/27	A	Have Faith
15	16.8/33	C	60 Minutes
16	16.5/29	N	Unsolved Mysteries
17	16.3/26	C	Designing Women
18	16.0/31	N	Hunter
19	15.9/27	C	Knots Landing
20	15.8/27	N	Matlock
21	15.4/29	A	Full House
22	15.4/28	A	Growing Pains
23	15.3/26	C	Newhart
24	15.2/24	A	Hallmark Hall of Fame
25	15.2/26	C	CBS News Special: Lucy
26	15.2/25	C	Jake and the Fatman
27	15.1/29	A	20/20
28	15.0/25	A	Head of the Class
29	14.2/23	N	Night Court
30	14.1/23	C	Murphy Brown
31	14.0/23	C	CBS Sunday Movie
32	13.8/24	A	thirtysomething
33	13.8/24	C	Dallas
34	13.4/22	N	NBC Monday Movie
35	13.3/24	C	Kate and Allie
36	13.2/23	A	Mr. Belvedere
37	13.1/26	A	Perfect Strangers
38	13.1/23	N	ALF
39	12.7/22	A	MacGyver
40	12.3/21	A	Just the Ten of Us
41	12.2/21	A	China Beach
42	12.1/20	N	Nearly Departed
43	11.6/20	N	Nightingales
44	11.5/22	N	Amen
45	11.2/18	F	Married... With Children
46	11.1/20	N	Black Athletes-Fact/Fiction
47	10.8/18	A	Robert Guillaume Show
48	10.7/17	A	Coach
49	10.4/17	A	ABC Mystery Movie
50	10.4/17	C	Equalizer
51	10.4/18	C	Tour of Duty
52	10.0/17	F	America's Most Wanted
53	9.8/19	C	Diet America Challenge
54	9.7/16	N	Nick and Hillary
55	9.4/18	C	Beauty and the Beast
56	9.4/19	N	One of the Boys
57	9.1/15	A	Dynasty
58	9.1/17	N	Magical World of Disney
59	9.0/16	C	48 Hours
60	8.9/16	C	Garfield in Paradise
61	8.7/15	A	Koppel Report
62	8.5/14	C	CBS Tuesday Movie
63	8.2/16	A	Mission: Impossible
64	8.2/14	C	Heartland
65	8.2/14	N	Miami Vice
66	8.1/16	C	Paradise
67	7.4/14	C	Jesse Hawkes
68	7.3/14	N	Dream Street
69	7.1/12	C	Hard Time on Planet Earth
70	7.1/14	C	West 57th
71	6.9/14	F	21 Jump Street
72	6.4/11	A	Moonlighting
73	6.1/11	A	Man Called Hawk
74	6.1/11	A	Over the Edge, special
75	5.9/11	A	Living Large
76	5.8/11	F	Cops
77	5.8/11	N	Jim Henson Hour
78	5.4/11	A	Heart and Soul
79	5.4/9	F	Garry Shandling Show
80	4.9/10	F	Reporters
81	4.7/7	F	Tracey Ullman Show
82	4.6/9	A	Code One
83	4.4/8	F	Beyond Tomorrow
84	3.9/6	F	Duet

Syndication Scorecard *

(Week ending April 23)

	Rtg.	Show	Stns.	Covg.
1	13.6	Wheel of Fortune, syn	229	99
2	11.9	Jeopardy	211	97
3	11.0	National Baseball Network	73	87
4	9.6	Cosby Show	198	97
5	8.5	Oprah Winfrey Show	215	99
6	8.2	Wheel of Fortune, wknd	199	87
7	8.1	Star Trek	234	97
8	6.9	Current Affair	149	91
9	6.8	Entertainment Tonight	167	93
10	5.8	Donahue	222	98
11	5.7	Geraldo	198	99
12	5.7	Mama's Family, syn	190	93
13	5.6	Friday the 13th	217	95
14	5.5	Star Search	152	95
15	5.5	War of the Worlds	219	96

The following programs are included, but not ranked

	Rtg.	Show	Stns.	Covg.
	9.0	World Wrestling Fed	246	97

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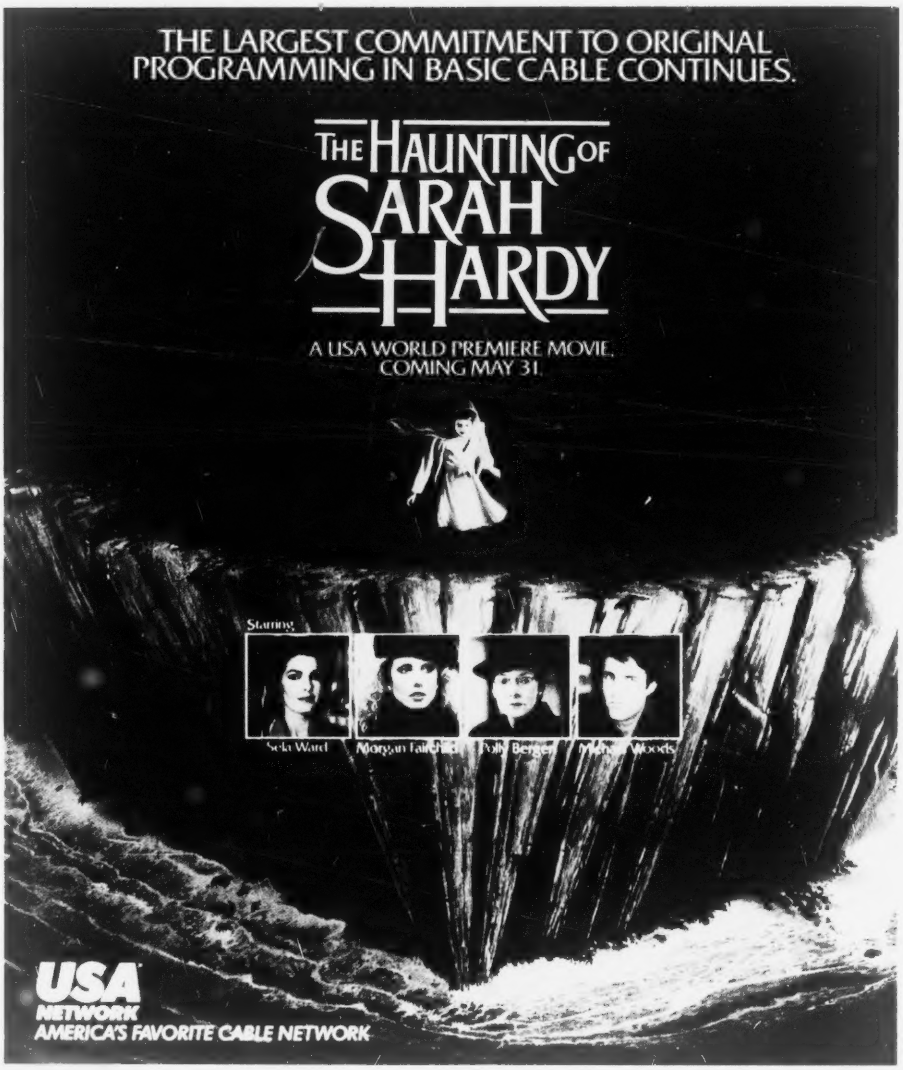
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May15


THE LARGEST COMMITMENT TO ORIGINAL PROGRAMMING IN BASIC CABLE CONTINUES.
THE HAUNTING OF SARAH HARDY
A USA WORLD PREMIERE MOVIE. COMING MAY 31.
Starring
Sela Ward
Morgan Fairchild
Polly Bergen
Michael Woods
USA NETWORK
AMERICA'S FAVORITE CABLE NETWORK

58th Year 1989

Viacom suing Time Inc. for $2.4 billion

Latest in broadcast gear from NAB

Broadcasting May 15

Vol. 116 No. 20

NBC-TV's affiliate contracts due for change... Working with ad hoc committee of affiliate members, network outlines new performance-based affiliation agreement. **PAGE 27.**

Suing Time... Viacom Inc. files $2.4 billion antitrust suit against Time Inc., alleging monopolistic activity. Time says complaint is "totally baseless." **PAGE 28.**

TV's top 20... BROADCASTING lists top 20 companies in TV group ownership, ranked by their penetration of U.S. **PAGES 28, 29.**

30/**VERDICT POSTPONED**
In survey of top broadcast group owners, BROADCASTING finds mix of views on telco entry into television business.

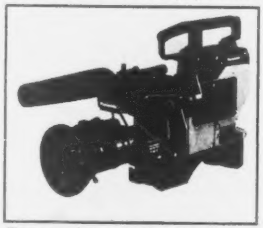
31/**'ROE VS. WADE'**
After some advertisers pull their ads, NBC President Robert Wright defends network's made-for-TV movie about 1973 Supreme Court decision legalizing abortion.

34/**STEPPING OUT**
In effort to break away from rest of station pack, KHJ-TV Los Angeles considers offering all news in prime time.

34/**TURNER TALKS**
TBS President and CEO Ted Turner stumps for retention of network financial and syndication rules, predicting that their relaxation will permit commercial broadcast networks to "own Hollywood."

34/**SIKES SCENARIO**
Alfred Sikes, assistant secretary of commerce for communications and information, says U.S. is still in race with Japan and Europe to develop HDTV.

35/**EVERYTHING IN BETWEEN**
Record number view NAB's annual broadcast equipment exhibition of high-definition TV displays, cameras, transmitters, video graphics and more.



Panasonic's all-digital camera

50/**ULTRA ENTERTAINMENT**
New in-house production unit, Capital Cities/ABC Video Enterprises-Ultra Entertainment is officially launched to create series and specials in all programing genres.

54/**READY TO MERGE**
Legacy and Metropolitan executives offer more details of proposed merger with Westinghouse during company sales and marketing seminar.

51/**LIGHTS OUT**
ABC cancels *Moonlighting* after four seasons.

Bruce Willis, Cybill Shepherd say goodbye

53/**'NO CZAR'**
Independent producers tell Congress they oppose creation of so-called PBS "programing czar."

58/**SELLING PUBLIC RADIO**
Audience expansion and strategic planning top Public Radio Conference agenda in San Francisco.

59/**COUNTER MOVE**
Time Inc. and Warner Communications file complaint against Chris Craft Industries in attempt to prevent it from delaying proposed Time-Warner merger.

59/**TAKEOVER?**
Viacom's stock price climbs amid reports that Gulf + Western and Viacom have discussed stock swap or buyout.

61/**FINDING COURAGE**
Former President Jimmy Carter calls on journalists to fight censorship around the world.

64/**TEXAS TALE**
NCTA readies for its annual meeting May 21-24 in Dallas.

65/**TV VIOLENCE**
During hearing on pending TV violence legislation, House Judiciary subcommittee quizzes network executives about their policies.

67/**HDTV BILLS**
New legislation is introduced in House and Senate that would stimulate growth of HDTV industry in U.S.

87/**A GENTLEMAN AND A SCHOLAR**
Leading member of communications bar, FCBA President William Potts Jr. divides his time between law and his interest in classic cars, music, history and politics.

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Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership bar.

High-Definition TV

■ American National Standards Institute has reversed its earlier approval of 1,125/60 (SMPTE 240M) HDTV production standard, upholding appeal by Capital Cities/ABC. ANSI decision came following letter to State Department by Advanced Television Systems Committee (ATSC) requesting that U.S. position supporting 1,125/60 approval as worldwide standard by CCIR in 1990 be shifted to work for world standard by 1994 with study of multiframe-rate "common image" approach to world agreement. State Department subsequently changed position to reflect ATSC suggestions.

Blue-ribbon committee of FCC's advisory committee on advanced television service (ATS) has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines some of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. During that subcommittee meeting April 17, group pushed back its goal for beginning of testing from Oct. 1 to Jan. 2, 1990.

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Defense Advanced Research Projects Agency received 87 proposals.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with completely new 9 mhz channels incompatible with NTSC sets. Move eliminates possibility of formally standardizing of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for supplementary channels was ruled out.

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 31, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages.

Mergers and Acquisitions

Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of $10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of share of Time stock. Warner shareholders will eventually hold majority of Time Warner. Justice Department said April 6 that it would not oppose merger on antitrust grounds. To preserve tax benefits of merger set-up, companies amended their agreement in mid-April; preliminary stock-swap preceding merger completion will take place only if third party buys or makes offer for certain amount of stock of either company. Time and Warner filed suit against Chris-Craft Industries, Warner's largest shareholder, to prevent Chris-Craft from blocking or delaying merger. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 they had reached agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September 1988. Under that agreement, current United Artists

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's **	TOTAL *
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,505	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

CABLE†	
Total subscribers	49.538.000
Homes passed	73.900.000
Total systems	8.000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ** Construction permit. *** Instructional TV fixed service. **** Studio-transmitter link.

June 13—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Lee Iacocca. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

June 14—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Jack Valenti, president-CEO, MPAA. Copacabana, New York.

June 14-16—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax, (914) 238-5040.

June 15—Corporate Communications Workshop, hosted by *Association of National Advertisers.* Plaza hotel, New York. Information: (202) 659-3711.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

June 15-18—*Society of Cable Television Engineers* Cable-Tec Expo. Orlando, Fla. Information: (215) 363-6888.

June 17-19—*Alabama Broadcasters Association* spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.

June 17-23—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5420.

June 18-21—*National Broadcast Editorial Association* convention. Keynote speaker: Daniel Schorr. Mayflower hotel, Washington.

Open Mike

Fairness following

EDITOR: Jim Donohue and Ralph Nader completely missed the target and wound up shooting themselves in the foot in the report on the supposed effect of the repeal of the fairness doctrine on news and public affairs programing (BROADCASTING, April 10). Both the research and the conclusions drawn are fatally flawed.

The basic methodology of Donohue's research simply does not permit any valid conclusions to be drawn about the effect of the repeal of the fairness doctrine upon controversial issue programing. The study compares program percentages in the years 1975, 1978 and 1979 with percentages for a partial-year composite week in 1988. Many things happened between the 1970's and 1988 in addition to the repeal of the fairness doctrine. Economic changes in the industry during this period probably had much more impact on programing decisions than any single factor. But we can't tell from this study, and the possibility that such factors might exist is not even acknowledged. Cause and effect relationships are difficult to establish in the most careful research, but in the Donohue study there does not seem to have been any systematic effort to determine why program percentages changed. Indeed, one could as easily surmise that repeal of the fairness doctrine prevented any decline in public affairs programing from being any greater.

On its face, the report shows that the amount of television news and public affairs programing together has *increased,* not decreased (18% in 1988 compared with 14.2% in 1975). And the assumption that controversial issue coverage is focused in public affairs programing and not also in news programing is just not true. As the FCC recognized in findings supporting the repeal of the fairness doctrine, much of television coverage of controversial issues appears in series reports on newscasts, where it is seen by much larger audiences than those who usually watch public affairs programs.

Even more disturbing is the refusal of Donohue and Nader to acknowledge the enormous changes in the marketplace since 1975, specifically the growth of news and public affairs programing on cable television and the substantial increase in the number of broadcast television stations. CNN, C-SPAN and other cable sources of news and other information programs have greatly increased the amount and diversity of controversial issue programing available to the public. The number of television stations has also increased, a fact the study manages to ignore by using percentages instead of total hours. Taking the study's own figures for public affairs programing at face value, the actual hours of such programing may have increased, although the percentage reported dropped. That is because, according to the National Association of Broadcasters' research, the number of television stations increased 46% from 1975 and the typical broadcast day also increased. Of course, the same facts apply to the study's figures on news programing. The 74% increase may be drastically understated and the NAB believes that the real increase in total hours may be more on the order of 150%. Moreover, the number of hours may be even higher because *TV Guide,* the source of program information for the study, lacks listings for many short newscasts and for news specials that cover controversial public issues.

The bottom line is that Donohue's report, as defective as it is, plainly indicates that the American public is receiving more information programing, including coverage of controversial issues, than it did 10 years ago when government regulation was greater.—*Ernie Schultz, president, Radio-Television News Directors Association, Washington.*

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Viacom sues Time for $2.4 billion

Alleges monopolistic activity targeting Showtime/TMC; Time calls complaint 'baseless'

Viacom Inc. filed a $2.4 billion antitrust suit against Time Inc. last week, alleging violations of antitrust laws dealing with the carriage and treatment of Viacom programming services on Time-owned cable systems.

The suit alleges a host of monopolistic practices by Time Inc. and its subsidiaries HBO, American Television & Communications and Manhattan Cable, to prevent carriage and retard the growth of Viacom's pay services Showtime and The Movie Channel. Time said the complaint was "totally baseless."

The suit has caused concern within the cable industry because the arguments Viacom is using against a fellow cable company that is, like Viacom, both programer and operator are the same ones that have often been used by cable's most outspoken critics. Indeed, Preston Padden, president of the Association of Independent Television Stations, was quick with a reaction. "Apparently, NCTA's board chairman [Viacom Cable President John Goddard] and his company are unpersuaded by NCTA's stock arguments that cable is not a monopoly. Obviously, independent television stations share Viacom's problems regarding cable access and channel positioning," he said.

There was also reaction from Senator Howard Metzenbaum (D-Ohio), who has been severely critical of the industry. Metzenbaum, who chairs the Senate Judiciary Committee's antitrust subcommittee, issued a statement saying: "Private lawsuits will not provide the long-term answer to the competitive problems in the cable industry. Congress is going to have to act or cable TV subscribers will continue to be at the mercy of the monopoly power wielded by cable companies at the local level."

The lawsuit comes at a time of increasing scrutiny of the cable industry. If the case went to trial and the court mandated that Manhattan Cable carry Showtime, for instance, it could deal a major blow to the operator's role in choosing what goes on their systems and substantially change the fundamental relationship between programers and operators. But cable sources said it was their impression Viacom was only seeking what it felt would be fairer treatment of Showtime by HBO relating to marketing campaigns and carriage by ATC.

Charles Dolan, chairman of Cablevision Systems, both a cable programer and operator, expressed regret over the suit. "I hope they are able to work it out," he said.

One view has it that the suit is designed to increase the pressure on Time to carry Showtime in Manhattan and elsewhere. Manhattan Cable announced at a press conference in January 1981 (BROADCASTING, Jan. 12, 1981) a $20 million capital improvement program to upgrade the system to 35 channels that included the addition of Cinemax and Showtime. It added the former, but never the latter. Indeed, a citizen's group brought suit against Manhattan several years ago for failure to carry any pay services other than HBO and Cinemax. The suit was settled when Manhattan added Bravo and Sportschannel, both owned by Cablevision Systems.

Some observers pointed to the timing of the suit, given that Time and Warner Communications are in the middle of a merger that will make their combined cable properties even more formidable competitors. Viacom denied that timing had anything to do with the suit, saying it was in preparation for more than a year.

Warner Cable, which would combine with ATC after the merger, has been a strong supporter of Viacom services, including Showtime, on its systems; one reason for this is that at one time Warner owned a portion of Showtime. MTV, another Viacom service, was developed under the Warner banner. One observer speculated the suit may be intended to insure continued Warner Cable support of Viacom services following the merger.

There is an added irony in that a number of Viacom's and Showtime's top executives, including Frank Biondi and Tony Cox, were with HBO during the time many of the allegations in the complaint were said to have occurred.

In the suit, filed in U.S. District Court in New York, Viacom alleged that Time, HBO, ATC and Manhattan Cable "violated federal antitrust laws by monopolizing, conspiring to monopolize, attempting to monopolize and unlawfully restraining trade." Specifically, Viacom said Time practices were "designed to increase the costs of their rivals, raise barrier to entry and expansion, and otherwise entrench themselves as monopolists by anticompetitive conduct."

Viacom alleged that as long ago as 1980, HBO attempted to induce and coerce cable operators not to carry other pay services. It said that in addition to Manhattan, ATC systems in Memphis; Denver; Champaign, Ill.; Charleston, W.Va.; Ithaca, N.Y.; Council Bluffs, Iowa; Beloit, Wis., and Mankato, Minn., have refused to carry Showtime.

And in markets where Showtime is carried on ATC systems, Viacom alleged Time discriminated against those services "with regard to channel position, in promotion and marketing, and otherwise." Viacom also said HBO has used a "buy through" requirement, telling subscribers they cannot receive Showtime unless they have also purchased HBO and Cinemax. Viacom also said HBO has used "no switch" provisions to retard the growth of Showtime, preventing subscribers from substituting Showtime as the second pay service after HBO.

Viacom said that when HBO introduced Cinemax in 1980, it served as a barrier to entry by others. Channel capacity was tight, and HBO raised the cost of doing business in pay television by pricing Cinemax "often below cost." Viacom said HBO's introduction of its subscriber incentive program (SIP), which discounted or eliminated charges for new HBO pay subscribers, was designed to maintain HBO's entrenched monopoly position. Viacom also said HBO has refused to provide marketing support for operators if they promote pay services

Continues on page 30.

Top-20 box score

The latest list of the top owners of television's station groups (see opposite page) shows some change since last year, but the players remain essentially the same. The exception is RKO, which dropped out of the top 20 with its sale of KHJ-TV Los Angeles to The Walt Disney Co., which now debuts on the list at number 19.

The top four occupants remain the same, but number five, Tribune, moved down a spot to number six, replaced by HSN Silver King, now at number five. HSN will move ahead of Fox Broadcasting once it completes its purchase of WVEU-TV Atlanta. Last year's number 13, Univision, has jumped to number eight with its purchase of three stations in the last 15 months. TVX Broadcast Group has dropped from last year's number 15 spot to number 18, with its sale of three stations. It is also in the process of selling two more.

Gannett and Group W have switched places and are now numbers 10 and 11, respectively, while A.H. Belo has moved from number 19 to number 17, due to RKO dropping out and TVX moving down the list.

Missing from the top-20 chart is Trinity Broadcasting Network, a Santa Ana, Calif.-based group of 12 TV's headed by Paul Crouch. Although the group has a market penetration of 11.75%, it is operated as a nonprofit organization and for that reason is not included on the list.

In the following chart, market penetration is based on the latest Arbitron figures. FCC regulations allow for ownership of up to 12 stations when coverage of the U.S. remains below 25% (or 14 stations if minority control is involved). According to FCC regulations, UHF stations receive a 50% discount on coverage.

Television's top 20

1. Capital Cities/ABC (24.345%)
2. NBC (22.381%)
3. CBS (20.775%)
4. Fox (19.44%)
5. *HSN Silver King (19.05%)
6. Tribune Broadcasting (18.688%)
7. Gillett Holdings (11.048%)
8. Univision Station Group (10.672%)
9. Chris Craft Industries (10.665%)
10. Gannett Broadcasting (9.987%)
11. Westinghouse Broadcasting (9.928%)
12. Telemundo Group (9.223%)
13. Cox Enterprises (8.975%)
14. MCA (7.715%)
15. Scripps Howard (7.569%)
16. Hearst Broadcasting Group (6.784%)
17. A.H. Belo (5.648%)
18. TVX Broadcast Group (5.444%)
19. Walt Disney (5.34%)
20. Gaylord Broadcasting (5.25%)

members of the broadcast establishment "who hope to secure a little protection against competitors." These voices will not prevail, Patrick said, as "we have committed ourselves to policies of competition and open entry."

Patrick said that fiber optics and other high-capacity, multichannel technologies are the real threat to broadcast survival, not telco entry, per se. The introduction of fiber optic program delivery will provide consumers with a large number of improved television signals. And with the rapid improvement of interactive technology, consumers may become their own program packagers.

The best way for broadcasters to exploit such advantages as talent pool, local community presence and First Amendment rights is to refine their identity, said Patrick. "You're not in broadcasting, you're in video news, information and entertainment. Don't tie yourselves to a given technology. Viewers identify with you because of what you show them, not how," he said.

Patrick also said that the compulsory license must be repealed. "The cable industry should not be permitted to take the product that you have developed...and pass it off, without asking, as theirs.... You are still ahead in the production and packaging of professional quality programing of local interest. But the window of opportunity is closing. Make yourself more valuable to the cable industry now."

Just as the networks are insuring their future survival as editors and program packagers for multiple channels by moving into cable, said Patrick, "this same approach can be taken on the local [illegible] broadcasters with the unique [illegible] of their communities."

Greater opportunities [illegible] phone companies, Patrick said. Many of them have [illegible] business they can [illegible] they've learned [illegible] from others [illegible] role in the way [illegible] ness.

"By nurturing [illegible] ties and forming [illegible] can insure [illegible] works and services [illegible]," Patrick said, adding: [illegible] ment rights [illegible] restrictions and [illegible] erty rights will [illegible] increasingly competitive [illegible]

First-quarter television network revenue: 1989 vs. 1988

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
First quarter '88	$4,188	$0	$0	$0	$0	[illegible]	$0	[illegible]
First quarter '89	9,433	0	0	[illegible]	0	[illegible]	[illegible]	[illegible]
% change	125.24	NA	NA	NA	NA	[illegible]	[illegible]	[illegible]
All other gross revenue from time sales								
First quarter '88	919,797	82,741	50,721	292,151	22,131	[illegible]	[illegible]	[illegible]
First quarter '89	1,100,363	93,307	54,049	237,675	23,661	[illegible]	[illegible]	[illegible]
% change	19.63	12.77	6.56	18.65	6.91	[illegible]	[illegible]	[illegible]
Total gross revenue from time sales								
First quarter '88	923,985	82,741	50,721	292,151	22,131	[illegible]	[illegible]	[illegible]
First quarter '89	1,109,796	93,307	54,049	238,175	23,661	[illegible]	[illegible]	[illegible]
% change	20.11	12.77	6.56	18.48	6.91	[illegible]	[illegible]	[illegible]
Less advertising agency commissions								
First quarter '88	138,595	12,410	7,605	43,779	3,320	[illegible]	[illegible]	[illegible]
First quarter '89	166,469	13,996	8,107	35,662	3,549	[illegible]	[illegible]	[illegible]
% change	20.11	12.78	6.60	-18.54	6.90	[illegible]	[illegible]	[illegible]
Total net revenue from time sales								
First quarter '88	785,390	70,331	43,116	248,372	18,811	[illegible]	[illegible]	[illegible]
First quarter '89	943,327	79,311	45,942	202,513	20,112	[illegible]	[illegible]	[illegible]
% change	20.11	12.77	6.55	18.46	6.92	[illegible]	[illegible]	[illegible]

*Does not include color insertion revenues

**Includes no political parties/candidates revenues for the 1989 first quarter

Net broadcast television network revenue declined 6% to $1,755,317,000, in the first quarter of 1989, according to numbers provided to BROADCASTING by the Broadcast Financial Management Association (BFM), and compiled from unaudited submissions ABC, CBS and NBC made to Arthur Young & Co. That three-network total number represents a decline of roughly 6% from the 1988 first quarter, but there is reason to think the "underlying" revenue change—excluding the impact of the Olympics—continues to be positive. Some have estimated ABC's first-quarter incremental Olympics revenue at just under $200 million, implying that underlying revenue actually grew in the just-completed quarter by roughly 4%. Looked at over two years, total dollars for the networks are up roughly 5%, compounded.

Conclusions about the state of the various dayparts are more difficult to make because the Olympics [illegible] parts disrupt comparisons and because changes [illegible] tion of certain dayparts disrupt comparisons with [illegible] quarter. Early-morning or "A.M." a daypart [illegible] preemption by Olympic programing, increased [illegible] million. In 1988's first quarter, political advertising on the networks amounted to $458,000.

One small but continuing trend is an increase in client-supplied programing. In the first quarter of 1989, that category, which does not include daytime purchased by Procter & Gamble on CBS—was up 130%, following an increase of 24% in the first quarter of 1987 and 18% in 1988. Client-supplied programing is essentially concentrated in sports and prime time, although in each daypart, the category is still [illegible] of the total.

sodes planned for at the beginning of each season. In its final season, only 13 original episodes were produced.

However, Caron insisted last week that "*Moonlighting* was an extraordinarily profitable venture for ABC." As to the program's downfall, Caron waxed philosophical. "When it was at its peak, it was viewed with extraordinary intensity," he said. "There was tremendous media coverage of the show and its characters. It's like a great meal. You enjoy it and say, 'That was fine,' and then push yourself away from the table." That's what viewers did with the show, said Caron.

ABC declined to make executives available for comment on the cancellation, but did issue a statement. "We feel the show has reached a creative conclusion and that this is the appropriate time to end the series," the network said. "We are quite proud of the innovation which *Moonlighting* brought to television during the past four years, and are appreciative of the program's tremendous contribution to ABC's program schedule during that time." □

Rep executive warns of 'copycat' programing

Petry's Kurlander says 'overkill' leads to viewer erosion to cable and that merger mania has contributed to lack of innovative programing

Citing the tabloid television trend as the most recent example, Dick Kurlander, vice president, programing, Petry Television, urged the broadcast industry to reduce its dependency on "copycat" program development.

"The overkill issue is very real," said Kurlander, addressing a crowd attending a luncheon last week sponsored by the New York chapter of the National Academy of Television Arts and Sciences. "The industry can't support five clones of *Current Affair*."

The five programs he cited were *Inside Edition* and *This Evening*, both launched this mid-season, and *Tabloid*, *Crime Watch Tonight* and *Inside Report*, all to be launched nationally next fall.

"Most of those shows won't be around by the end of next season," Kurlander said. But perhaps of greatest concern, he added, was that "the copycat syndrome contributes to [viewer] erosion to cable."

While much has been made of the declines in network viewing at the expense of cable, Kurlander cited figures from Nielsen's Februrary ratings measurements indicating cable is making an impact locally as well. Some 25% of all television viewing between the hours of 4 p.m. and 8 p.m., primarily programed with local news and syndication programing, was to signals outside the home market in February, Kurlander said. "We must develop innovative programing to attract the viewer back to the home market," he said. "The word localism is hardly spoken anymore."

Merger mania has also contributed to the lack of innovative programing, said Kurlander. Five companies now account for 50% of the programs in syndication today, he said. They are King World, Columbia Pictures Television, Paramount, Disney and Warner Bros.

"Their clout in the renewal process and marketplace leverage" make it much harder for smaller players to enter the market with programing alternatives, he said. □

NATPE: more work and less play?

Association president says distributors are trying to cut costs by having convention put restrictions on "carnival" aspects of gathering

Imagine attending a NATPE International convention and not being accosted in the aisles by a scantily clad belly dancer, possibly with a boa constrictor wrapped around her neck, or someone dressed up like Fred Flintstone or some other cartoon character. Imagine no more game show demonstrations or wrestling matches, no more mid-afternoon cocktail and roast beef sandwich at a favorite booth.

Such is the stuff of countless consumer press stories about the NATPE show that have given it its "carnival-like" reputation. But all that may change at next year's convention in New Orleans.

There is a movement afoot, led by program distributors seeking to cut costs, to tone down the convention environment, and to provide a more "businesslike" atmosphere, NATPE President Phil Corvo said last week. The board of directors is scheduled to vote by the end of this month on a series of proposals designed to tone down the annual convention.

Among the proposals offered by distributors:

- Tightening security and reducing the number of free passes (now up to 25 per distributor, with the opportunity to purchase more) given to nonindustry people.
- Restricting the elaborate foodspreads

NBC takes another week, 13.7/23, CBS second with 12.4/21

Nielsen	□	Net	□ Show
1	23.8/35	A	Roseanne
2	21.7/39	N	Cosby Show
3	20.8/33	N	Cheers
4	20.7/35	N	Different World
5	19.8/38	C	60 Minutes
6	19.5/35	N	Golden Girls
7	19.2/30	A	Wonder Years
8	19.2/36	N	Hunter
9	19.0/31	C	CBS Sunday Movie
10	19.0/34	N	Empty Nest
11	18.5/30	C	Murder, She Wrote
12	18.3/29	N	Dear John
13	18.1/30	N	L.A. Law
14	17.9/30	A	Who's the Boss?
15	17.7/27	A	Have Faith
16	16.7/27	N	Matlock
17	16.2/25	N	NBC Sunday Movie
18	15.9/27	C	Knots Landing
19	15.8/24	N	In the Heat of the Night
20	15.5/24	C	Designing Women
21	15.5/26	N	Midnight Caller
22	15.4/27	N	Unsolved Mysteries
23	15.2/28	A	Full House
24	15.2/24	N	Night Court
25	14.5/24	N	ALF
26	14.4/23	C	Jake and the Fatman
27	14.3/23	C	Murphy Brown
28	14.2/23	A	ABC Mystery Movie
29	14.2/26	A	Growing Pains
30	14.0/23	A	thirtysomething
31	13.9/22	C	Newhart
32	13.8/24	C	Dallas
33	13.7/24	A	Mr. Belvedere
34	13.5/22	A	MacGyver
35	13.4/21	A	War and Rememberance, part 8
36	13.4/21	N	Night Court special
37	13.2/22	A	Head of the Class
38	13.2/25	A	Perfect Strangers
39	12.9/24	A	20/20
40	12.6/21	A	Just the Ten of Us
41	12.2/21	A	China Beach
42	12.1/21	C	Kate and Allie
43	12.1/22	N	One of the Boys
44	12.0/21	C	Wiseguy
45	11.9/22	C	Falcon Crest
46	11.9/19	N	Nearly Departed
47	11.3/22	N	227
48	11.2/20	C	48 Hours
49	11.1/18	N	NBC Monday Movie
50	11.0/21	C	Beauty and the Beast
51	10.8/17	C	Equalizer
52	10.6/19	N	Quantum Leap
53	10.5/17	N	Family Ties
54	10.2/16	F	Married... With Children
55	10.1/16	C	Heartland
56	9.8/15	N	My Two Dads special
57	9.7/16	A	Robert Guillaume Show
58	9.6/15	C	CBS Tuesday Movie
59	9.4/15	A	Coach
60	9.4/15	A	Dynasty
61	9.2/18	A	Mission: Impossible
62	8.8/16	C	West 57th
63	8.8/14	F	America's Most Wanted
64	8.5/14	C	Live-In
65	8.0/14	C	Jesse Hawkes
66	7.9/15	C	Paradise
67	7.9/14	N	Miami Vice
68	7.7/12	C	Tour of Duty
69	7.5/13	C	Hard Time on Planet Earth
70	6.8/13	N	Magical World of Disney
71	6.6/12	N	Dream Street
72	6.5/12	F	Cops
73	6.4/11	A	Man Called Hawk
74	6.4/11	A	Burning Questions: Kids, part 2
75	6.4/12	F	21 Jump Street
76	5.6/10	N	Jim Henson Hour
77	5.3/9	A	Over the Edge special
78	4.9/[illegible]	F	Reporters
79	4.6/7	F	Garry Shandling Show
80	4.4/8	A	SST: Stage, Screen and TV
81	4.2/7	F	Beyond Tomorrow
82	4.1/8	A	Three of a Kind
83	3.9/6	F	Tracey Ullman Show
84	3.3/5	F	Duet

Syndication Scorecard *

(Week ending April 30)

	Rtg.	Show	Stns.	Covg.
1	13.1	Wheel of Fortune, syn.	228	99
2	12.1	Jeopardy	210	97
3	9.5	Cosby Show	198	97
4	8.7	Oprah Winfrey Show	214	99
5	8.6	Wheel of Fortune, wknd.	210	91
6	8.3	Star Trek	233	97
7	7.8	Nat'l Geo. On Assignment	138	92
8	7.5	Magic 1, special	173	91
9	7.0	Entertainment Tonight	166	93
10	6.7	Tri-Star Showcase	123	91
11	6.6	Current Affair	147	91
12	5.9	Mama's Family, syn.	191	98
13	5.7	Friday the 13th	214	95
14	5.6	People's Court	187	93
15	5.4	Donahue	221	97
16	5.4	Soul Train Music Awards	90	84

The following programs are included, but not ranked:

Rtg.	Show	Stns.	Covg.
6.3	Super Sports Follies	95	85
9.5	World Wrestling Fed.	246	97

* Nielsen syndicated weekly pocketpiece

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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 22

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A TIMELESS PHENOMENON

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Available Fall 89
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MGM/UA TELECOMMUNICATIONS INC

A CBS BROADCAST INTERNATIONAL PRODUCTION IN ASSOCIATION WITH LONDON FILMS AND ATLANTIS FILMS

58th Year 1989

Hold that line!

Vol. 116 No. 21 **Broadcasting** May 22

Keeping pace with inflation...

In attempt to stem calls for reregulation, most cable operators recognize that double-digit rate hikes are on their way out. **PAGE 27.**

NBC offers formula to help determine affiliate compensation...

NBC-TV network proposes audience delivery as "benchmark" for determining how much money to compensate affiliates. **PAGE 31.** Cable news efforts also topic at meeting. **PAGE 32.**

Mooney: Cable's even keel...

NCTA President James Mooney provides steady leadership at time when cable industry is increasingly under fire. He discusses challenges facing industry on eve of NCTA's annual meeting in Dallas. **PAGE 35.**

28/ *JOKE'S ON CABLE*

HBO and Viacom announce plans to launch basic cable comedy channels.

32/ *BREAKING UP?*

Rupert Murdoch's Sky Television, which six months ago entered into joint venture with Disney Co., sues latter for $1.5 billion, charging "obstructive tactics."

40/ *DALLAS DIARIES*

Both pre-registration and amount of exhibit space are up this year for National Cable Television Association's convention, which starts today (May 22) under banner: "Cable Television: Informing and Entertaining America."

42/ *NEW LEADER*

Newhouse Broadcasting President Robert Miron will emphasize importance of good cable-community relations and customer service when he takes over as NCTA chairman this week.

44/ *FRENCH CONNECTION*

U.S. delegation is one of some 130 countries facing tough issues at International Telecommunication Union's plenipotentiary conference in Nice, France.

44/ *NOT MADE IN JAPAN*

NHK Chairman Keiji Shima tells BROADCASTING that NHK has bought more than $100 million worth of programing from overseas production houses and broadcasters.

53/ *AFFILIATE TALK*

ABC and CBS groups head into affiliate meetings with questions about compensation agreements and concerns about prime time program development.

58/ *SEE IT ON THE RADIO*

Among latest examples of growing radio-cable connection is simulcasting of televised radio shows.

54/ *NBC'S FALL AMMUNITION*

Five new series are added to NBC's fall prime time schedule, including *Sister Kate* (above), story about nun supervising unruly orphans.

56/ *FOX LINEUP*

Fox Broadcasting Co. announces its new schedule for 1989-90 season, including expanding to Monday night.

65/ *15-SECOND REPORTS*

Use of fifteen-second commercials is growing, according to recently released data by Television Bureau of Advertising and study by Bozell Inc. Advertising.

95/ *ON POINT*

NCTA's number-two man Decker Anstrom is usually found behind scenes, making sure association keeps cable's interests in forefront.

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$30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Defense Advanced Research Projects Agency received 82 proposals.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

■ Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite, whether it should set standard for scrambling of satellite signals and whether cable programers discriminate against home satellite market in pricing.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), revived issue as element in another measure that addresses several issues affecting cable regulation (see "Top of the Week").

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight to 6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages.

Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems. During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that it did not foresee change in near future. (See "High-Definition Television.")

Mergers and Acquisitions

Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of $10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Justice Department said April 6 that it would not oppose merger on antitrust grounds. To preserve tax benefits of merger set-up, companies amended their agreement in mid-April; preliminary stock-swap preceding merger completion will take place only if third party buys or makes offer for certain amount of stock of either company. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Merger completion expected this fall.

MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,950	262	5,212
Commercial FM	4,192	709	4,901
Educational FM	1,390	258	1,648
■ **Total Radio**	**10,532**	**1,229**	**11,761**
FM translators	1,722	360	2,082
Commercial VHF TV	547	25	572
Commercial UHF TV	523	218	741
Educational VHF TV	121	6	127
Educational UHF TV	218	27	245
■ **Total TV**	**1,409**	**276**	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ **Total LPTV**	**624**	**1,713**	[illegible]
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 22-27—Cinetex '89, international film market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

■ **Sept. 24-26**—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

Sept. 28—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

October

Oct. 1-3—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va. Information: (212) 697-5950.

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Call for papers: John Battison, (419) 994-3849. Convention information: 1-800-225-8183.

■ **Oct. 6-7**—*International Television Association* region eight conference. Bartel Exhibition Hall, Kansas City, Mo. Information: (816) 932-2792.

■ **Oct. 11-14**—*Southern Educational Communications Association* conference. Hyatt Regency Crown Center, Kansas City, Mo. Information: (803) 799-5517.

Oct. 11-15—*Women in Communications* national professional conference. San Antonio, Tex.

Oct. 12-15—*Minnesota Broadcasters Association* 40th anniversary convention. Radisson Plaza, Minneapolis. Information: Laura Niemi, (612) 926-8123.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 17-19—*Mid-America Cable TV Association* show. Kansas City, Mo. Information: (915) 841-9241.

Oct. 18-20—*Indiana Broadcasters Association* fall conference. Westin hotel, Indianapolis. Information: (317) 638-1332.

■ **Oct. 18-21**—*Audio Engineering Society* 87th convention. New York Hilton and Sheraton Center, New York. Information: (212) 661-8528.

Oct. 19-21—*Friends of Old-Time Radio* 14th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 19-22—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Oct. 23-25—11th annual Satellite Communications Users Conference. Convention Center, Washington.

Oct. 25-26—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 25-28—Broadcast '89, trade fair for film, radio and television. Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 7575-6452.

Oct. 29-Nov. 2—"Radio in the 1990's," third radio news and current affairs conference hosted by *North American National Broadcasters Association*. Washington Sheraton, Washington.

November

Nov. 5-8—Second annual LPTV conference and exposition. Riviera hotel, Las Vegas. Information: (800) 225-8183.

■ **Nov. 8**—Presentation of Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

Nov. 9-11—*National Association of Farm Broadcasters* annual meeting. Crowne Plaza, Kansas City, Mo.

Nov. 13-15—*Television Bureau of Advertising* annual convention. Century Plaza, Los Angeles.

December

Dec. 13-15—Western Cable Show. Anaheim, Calif. Information: (415) 428-2225.

January, 1990

Jan. 16-19—*NATPE International* 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

February, 1990

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio. Information: (512) 474-2082.

April, 1990

April 18-20—*Broadcast Financial Management Association* annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 20-25, 1990—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May, 1990

May 20-23—NBC-TV annual affiliates meeting. Hyatt Embarcadero, San Francisco.

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Television's top 20

These are the top 20 companies in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts). The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1988-89 market and ADI household figures released in November. The UHF stations are computed with a 50% reduction in coverage, according to FCC rules.

1. Capital Cities/ABC
(24.345%)

Ch 30 KFSN-TV Fresno [illegible]
Ch 7 KABC-TV Los Angeles [illegible]
Ch 7 KGO-TV San Francisco [illegible]
Ch 11 WTVD-TV Durham [illegible]
Ch 7 WABC-TV New York [illegible]
[illegible]
Ch 6 WPVI-TV Philadelphia (4) [illegible]
Ch 13 KTRK-TV Houston [illegible]

2. NBC
(22.381%)

Ch 4 WNBC-TV New York (1) [illegible]
Ch 5 WMAQ-TV Chicago (3) (3.4)
Ch 3 WKYC-TV Cleveland (11) [illegible]
Ch 4 KCNC-TV Denver (19) [illegible]
Ch 4 KNBC-TV Los Angeles (2) [illegible]
Ch 4 WTVJ(TV) Miami (14) [illegible]
Ch 4 WRC-TV Washington (9) [illegible]

3. CBS
(20.775%)

Ch 2 KCBS-TV Los Angeles (2) (5.34)
Ch 6 WCIX(TV) Miami (14) (1.39)
Ch 2 WBBM-TV Chicago (3) (3.4)
Ch 2 WCBS-TV New York (1) (7.715)
Ch 10 WCAU-TV Philadelphia (4) (2.93)

4. Fox
(19.44%)

Ch 11 KTTV(TV) Los Angeles (2) (5.34)
Ch 5 WTTG(TV) Washington (9) (1.82)
Ch 32 WFLD(TV) Chicago (3) (1.7)
Ch 25 WFXT(TV) Boston (6) (1.135)
Ch 5 WNYW(TV) New York (1) (7.715)
Ch 33 KDAF(TV) Dallas (8) (.93)
Ch 26 KRIV(TV) Houston (10) (.8)

5. *HSN Silver King
(19.05%)

Ch 46 KHSC(TV) Ontario, CA (2) (2.67)
Ch 69 WYHS(TV) Hollywood, FL (14) (.695)
Ch 50 WBHS(TV) Tampa, FL (17) (.64)
Ch 60 WEHS(TV) Aurora, IL (3) (1.7)
Ch 24 WHSW(TV) Baltimore (22) (.509)
Ch 66 WHSH(TV) Marlborough, MA (6) (1.135)
Ch 68 WHSE(TV) Newark, NJ (1) (3.858)
Ch 65 WHSP(TV) Vineland, NJ (4) (1.465)
Ch 67 WHSI(TV) Smithtown, NY (1) (3.858)
Ch 61 WQHS(TV) Cleveland (11) (.785)
Ch 67 KHSH(TV) Alvin, TX (10) (.8)
Ch 49 KHSX(TV) Irving, TX (8) (.93)

6. Tribune Broadcasting
(18.688%)

Ch 5 KTLA(TV) Los Angeles (2) (5.34)
Ch 2 KWGN-TV Denver (19) (1.146)
Ch 46 WGNX(TV) Atlanta (12) (.730)
Ch 9 WGN-TV Chicago (3) (3.4)
Ch 26 WGNO(TV) New Orleans (35) (.357)
Ch 11 WPIX(TV) New York (1) (7.715)

7. Gillett Holdings
(11.048%)

Ch 8 KSBW(TV) Salinas, CA (111) (.226)
Ch 6 KSBY-TV San Luis Obispo, CA (112) (.204)
Ch 13 WTVT(TV) Tampa, FL (17) (1.29)
Ch 2 WMAR-TV Baltimore (22) (1.018)
Ch 6 WOKR(TV) Rochester, NY (147) (.156)
Ch 4 WSMV-TV Nashville (30) (.77)
[illegible] Salt Lake City (40) (.68)
Ch 5 WAGA-TV Atlanta (12) (1.46)
Ch 38 WSBK-TV Boston (6) (1.135)
Ch 2 WJBK-TV Detroit (7) (1.9)
Ch 8 WJW-TV Cleveland (11) (1.57)
Ch 6 WITI-TV Milwaukee (28) (.83)

8. Univision Station Group
(10.672%)

Ch 21 KFTV(TV) Hanford, CA (67) (.23)
Ch 34 KMEX-TV Los Angeles (2) (2.67)
Ch 14 KDTV(TV) San Francisco (5) (1.2)
Ch 23 WLTV(TV) Miami (14) (.695)
Ch 41 WXTV(TV) Paterson, NJ (1) (3.858)
Ch 41 KLUZ-TV Albuquerque, NM (56) (.251)
Ch 23 KUVN(TV) Garland, TX (8) (.93)
Ch 41 KWEX-TV San Antonio, TX (43) (.308)
Ch 33 KTVW-TV Phoenix (20) (.53)

9. Chris Craft Industries
(10.665%)

Ch 45 KUTP(TV) Phoenix (20) (.53)
Ch 13 KCOP(TV) Los Angeles (2) (5.34)
Ch 44 KBHK-TV San Francisco (5) (1.2)
Ch 9 KMSP-TV Minneapolis (15) (1.35)
Ch 12 KPTV(TV) Portland, OR (27) (.86)
Ch 4 KMOL-TV San Antonio, TX (43) (.616)
Ch 4 KTVX(TV) Salt Lake City (40) (.68)

10. Gannett Broadcasting
(9.987%)

Ch 12 KPNX-TV Mesa, AZ (20) (1.06)
Ch 9 KUSA-TV Denver (19) (1.146)
Ch 9 WUSA-TV Washington (9) (1.82)
Ch 12 WTLV(TV) Jacksonville, FL (57) (.49)
Ch 11 WXIA-TV Atlanta (12) (1.46)
Ch 56 WLVI-TV Cambridge, MA (6) (1.135)
Ch 11 KARE(TV) Minneapolis (15) (1.35)
Ch 2 WFMY-TV Greensboro, NC (48) (.56)
Ch 5 KOCO-TV Oklahoma City (36) (.61)
Ch 24 KVUE-TV Austin (69) (.196)

11. Westinghouse Broadcasting
(9.928%)

Ch 13 WJZ-TV Baltimore (22) (1.018)
Ch 4 WBZ-TV Boston (6) (2.27)
Ch 3 KYW-TV Philadelphia (4) (2.93)
Ch 2 KDKA-TV Pittsburgh (16) (1.31)
Ch 5 KPIX(TV) San Francisco (5) (2.4)

12. Telemundo Group
(9.223%)

Ch 52 KVEA(TV) Corona, CA (2) (2.67)
Ch 48 KSTS(TV) San Jose, CA (5) (1.2)
Ch 51 WSCV(TV) Fort Lauderdale, FL (14) (.695)
Ch 47 WNJU(TV) Linden, NJ (1) (3.858)
Ch 48 KTMD(TV) Galveston, TX (10) (.8)

13. Cox Enterprises
(8.975%)

Ch 2 WSB-TV Atlanta (12) (1.46)
Ch 9 WSOC-TV Charlotte, NC [illegible]
Ch 7 WHIO-TV Dayton, OH (49) [illegible]
Ch 50 WKBD(TV) Detroit (7) (.95)
Ch 2 KTVU(TV) Oakland, CA (5) (2.4)
Ch 9 WFTV(TV) Orlando, FL (25) (.919)
Ch 11 WPXI(TV) Pittsburgh (16) (1.31)
Ch 30 KDNL-TV St. Louis (18) (.61)

14. MCA
(7.715%)

Ch 9 WWOR-TV New York (1) (7.715)

15. Scripps Howard
(7.569%)

Ch 15 KNXV-TV Phoenix (20) (.53)
Ch 28 WFTS(TV) Tampa, FL (17) (.645)
Ch 5 WPTV(TV) West Palm Beach, FL (50) (.54)
Ch 7 WXYZ-TV Detroit (7) (1.9)
Ch 41 KSHB-TV Kansas City, MO (30) (.405)
Ch 9 WCPO-TV Cincinnati (29) (.819)
Ch 5 WEWS(TV) Cleveland (11) (1.57)
Ch 2 KJRH(TV) Tulsa, OK (54) (.51)
Ch 5 WMC-TV Memphis (41) (.65)

16. Hearst Broadcasting Group
(6.784%)

Ch 11 WBAL-TV Baltimore (22) (1.018)
Ch 5 WCVB-TV Boston (6) (2.27)
Ch 2 WDTN(TV) Dayton, OH (49) (.546)
Ch 9 KMBC-TV Kansas City, MO (30) (.81)
Ch 12 WISN-TV Milwaukee (28) (.83)
Ch 4 WTAE-TV Pittsburgh (16) (1.31)

17. A.H. Belo
(5.648%)

Ch 10 KXTV(TV) Sacramento, CA (21) (1.06)
Ch 6 KOTV(TV) Tulsa, OK (54) (.51)
Ch 8 WFAA-TV Dallas (8) (1.86)
Ch 11 KHOU-TV Houston (10) (1.6)
Ch 13 WVEC-TV Hampton, VA (42) (.618)

18. TVX Broadcast Group
(5.444%)

Ch 20 WDCA-TV Washington (9) (.91)
Ch 38 WNOL-TV New Orleans (35) (.357)
Ch 22 **WLFL-TV Raleigh, NC (34) (.365)
Ch 29 WTXF-TV Philadelphia (4) (1.465)
Ch 21 KTXA(TV) Fort Worth (8) (.93)
Ch 20 KTXH(TV) Houston (10) (.8)
Ch 35 KRRT(TV) Kerrville, TX (43) (.308)
Ch 33 **WTVZ(TV) Norfolk, VA (42) (.309)

19. Walt Disney
(5.34%)

Ch 9 KHJ-TV Los Angeles (2) (5.34)

20. Gaylord Broadcasting
(5.25%)

Ch 43 WUAB(TV) Lorain, OH (11) (.785)
Ch 11 KTVT(TV) Fort Worth, TX (8) (1.86)
Ch 39 KHTV(TV) Houston (10) (.8)
Ch 11 KSTW(TV) Tacoma, WA (15) (1.39)
Ch 18 WVTV(TV) Milwaukee (28) (.415)

*HSN [illegible] WHSG-TV Atlanta (12) [illegible] acquisition is completed, HSN's total will be 19.776, moving it to [illegible] of Fox Television [illegible] process of being sold.

NBC used several series in that time slot, including *My Two Dads*, which moves back to 8:30 p.m. on Sundays next fall, as well as the now-canceled *Nick & Hillary*, to replace the short-lived *Baby Boom*, which premiered last fall.

Sister Kate joins the schedule in the 8 p.m.-8:30 p.m. time slot on Sunday nights. The show, which features Stephanie Beacham as a hard-edged nurse in charge of a group of unruly orphans, replaces *Family Ties*, which ends its seven-year run on the network this season. *Kate* is produced by Lazy "B"/F.O.B. Productions in association with 20th Century Fox.

NBC's reworking of Friday night continues a years-long effort to get that night on track, the only night last fall where the network was not competitive.

The network began this season with *Sonny Spoon* at 8 p.m., *Something is Out There* at 9, and *Miami Vice* at 10. Replacement shows that came and went on Friday included *Father Dowling Mysteries*, *Unsub* and *The Jim Henson Hour*. ABC has consistently and handily won the night with a two-hour block of comedies from 8-10, with *20/20* scheduled at 10-11.

The network limited its restructuring of the prime time schedule by returning three low-rated shows rather than go further into their development slate. *The Magical World of Disney* ranked 75th for the season, *My Two Dads* ranked 42nd, and *Quantum Leap* ranked 82nd for three telecasts; all return next season.

At the network's schedule unveiling in New York last week, NBC Entertainment Brandon Tartikoff said the Disney program, with its proposed multiple series, movies and specials, "was the show that was hit hardest by the writer's strike. . .We promise to deliver the show we didn't last season."

One development project that did not make the network's fall schedule but will be given serious consideration as a mid-season replacement is *Yesterday, Today and Tomorrow*. Produced by NBC News, the newsmagazine show will be given a trial run in August to determine its strength. The series is the network's latest attempt to produce a newsmagazine show in the mold of CBS's *60 Minutes* and ABC's *20/20*.

Canceled by the network was Aaron Spelling's *Nightingales*, which was criticized for too often depicting nurses in lingerie and not enough in nurses' uniforms.

Forty-seven is magic number for NBC in prime time

Week four of the summer season ended May 15 with NBC setting a new record for consecutive weekly ratings wins by capturing its 47th straight weekly prime time crown. NBC broke the 26-year-old record held by CBS (for the 1962-1963 season). NBC broke another record during week four—this one held by ABC's 1979 mini-series, *Roots: the Second Generation*—by claiming the top 11 shows in the weekly rankings (see chart below).

The final installment of *Family Ties* took the top spot, pulling in a 20.8/35, 3.2 rating points above the show's best numbers during the 1988-89 season (17.6/26, week 11), and almost double this summer's week-three rating for the show of 10.5/17. Filling out the top five rankings were *The Golden Girls* (20.5/38); *The Cosby Show* (20.4/36); the Monday movie "Top Gun" (20.2/32), and the *Jackee* special (19.8/33).

ABC's *Wonder Years* came in 12th for the week with a 17.3/27. CBS's top show for the week, *Knots Landing*, ranked 17th with a 16.3/27. *Married...With Children* came in 55th for the week as Fox's top show, with an 8.5/14.

For the prime time week overall, NBC posted a 15.7 rating and 27 share. ABC was second with an 11.8/19, and CBS third with an 11.3/19. NBC won every night except Friday, which was taken by CBS's 11.7/22.1 evening average. On that night, ABC finished with an 11.6/22 and NBC had a 7.9/15. NBC's special movie offering "Amityville: The Evil Escapes" pulled in an 8.6/16 and ranked 54th for the week. The other close-fought win for NBC was Sunday night, taken with a 15.6/27 over CBS's 15.1/25. NBC's Sunday movie, the theatrical "Ferris Bueller's Day Off," earned a 17.6/29, over ABC's conclusion to the "maxi-series" *War and Remembrance*, which averaged a 15.9/26. CBS's movie offering, *Out on the Edge*, grabbed a 14.6/23, ranking 27th for the week.

ABC's *War and Remembrance* culminated 29 hours of mini-series drama with its Sunday finale. The mini-series's climax capped 11½ hours, the second part of an epic which began during the November sweeps. Overall, *War* averaged a 14.8/23 during its May run and earned an 18.6/29 average for the installments broadcast during the November sweeps.

In the evening news race, ABC's *World News Tonight* pulled into first place with a 10.2/21. CBS followed with a 9.4/19. NBC closed out the news week with a 9.0/19.

Nielsen	□	Net □	Show
1	20.8/35	N	Family Ties
2	20.5/38	N	Golden Girls
3	20.4/36	N	Cosby Show
4	20.2/32	N	NBC Monday Movie
5	19.8/33	N	Jackee special
6	19.6/31	N	Cheers
7	18.6/28	N	In the Heat of the Night
8	18.0/30	N	Unsolved Mysteries
9	17.8/29	N	L.A. Law
10	17.7/34	N	Hunter
11	17.6/29	N	NBC Sunday Movie
12	17.3/27	A	Wonder Years
13	16.9/26	N	Cheers special
14	16.9/26	N	Dear John
15	16.5/27	A	Who's the Boss?
16	16.4/26	N	Matlock
17	16.3/27	C	Knots Landing
18	15.9/26	A	War and Remembrance, part 12
19	15.9/33	C	60 Minutes
20	15.8/24	N	Night Court
21	15.7/25	A	War and Remembrance, part 11
22	15.7/27	N	ALF
23	15.4/25	N	Hogan Family
24	15.3/26	C	Murder, She Wrote
25	15.3/25	N	Midnight Caller
26	15.1/24	A	War and Remembrance, part 10
27	14.6/23	C	CBS Sunday Movie
28	14.4/22	A	War and Remembrance, part 9
29	14.3/21	C	Designing Women
30	14.2/23	A	Head of the Class
31	13.9/24	A	Growing Pains
32	13.9/23	A	MacGyver
33	13.9/21	C	Newhart
34	13.3/24	C	Dallas
35	13.3/20	C	Murphy Brown
36	13.3/22	N	Quantum Leap
37	12.7/26	N	One of the Boys
38	12.6/19	C	Jake and the Fatman
39	12.5/24	A	Full House
40	12.4/23	A	20/20
41	12.3/20	C	Kate and Allie
42	11.8/22	C	Falcon Crest
43	11.6/25	N	227
44	11.2/18	C	Equalizer
45	11.0/23	A	Perfect Strangers
46	10.9/18	C	Wiseguy
47	10.8/17	A	Dynasty
48	10.8/20	A	Mr. Belvedere
49	10.8/17	C	Rescue 911 special
50	10.5/19	A	Just the Ten of Us
51	9.9/20	C	Beauty and the Beast
52	9.8/17	C	48 Hours
53	8.9/14	C	Heartland
54	8.6/16	N	NBC Friday Movie
55	8.5/14	F	Married...With Children
56	8.4/14	A	ABC News Special
57	8.2/14	C	Live-In
58	8.2/17	C	Paradise
59	7.9/14	A	Unclaimed Fortunes
60	7.9/14	F	America's Most Wanted
61	7.7/12	C	CBS Tuesday Movie
62	7.7/14	C	Jesse Hawkes
63	7.6/14	C	West 57th
64	7.0/13	A	North and South Book II, part 1
65	7.0/12	C	Hard Time on Planet Earth
66	6.4/13	N	All Star Tribute
67	6.0/11	F	Cops
68	6.0/13	F	21 Jump Street
69	5.8/12	A	Incredible Sunday
70	5.7/10	A	Moonlighting
71	5.4/11	A	Man Called Hawk
72	5.2/11	N	Jim Henson Hour special
73	4.6/9	F	Reporters
74	4.0/6	F	Garry Shandling Show
75	3.8/7	F	Beyond Tomorrow
76	3.2/5	F	Tracey Ullman Show
77	2.6/4	F	Duet

Syndication Scorecard *

(Week ending May 7)

	Rtg.	Show	Stns.	Covg.
1	14.1	Wheel of Fortune, syn.	230	99
2	12.5	Jeopardy	213	98
3	9.9	Cosby Show	198	97
4	9.2	Wheel of Fortune, wknd.	200	92
5	9.1	Oprah Winfrey Show	217	99
6	9.1	Star Trek	232	97
7	7.2	Current Affair	149	91
8	7.2	Entertainment Tonight	166	93
9	6.5	Hunt-War Treasures...Live special	118	92
10	6.1	Donahue	226	98
11	5.8	Star Search	151	95
12	5.6	People's Court	188	94
13	5.5	Geraldo	200	99
14	5	Mama's Family, syn.	189	92
15	4.9	This Week in Baseball	111	88
	9.4	World Wrestling Federation	247	97

* Nielsen syndicated weekly pocketpiece

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C1750-1
6/1/89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 29

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58th Year 1989

NCTA convention:

Vol. 116 No. 22

Broadcasting May 29

Gathering of the cable minds in Dallas...

More than 14,000 attend NCTA's annual forum, where hot topics on exhibit floor were comedy channels from HBO and MTV, advancements in fiber optics, high-definition TV and addressability and talk in halls focused on concerns about rates. **PAGE 31.**

NBC affiliates in San Francisco...

Flush with prime time victory, NBC affiliates address compensation changes, programing innovations and other pressing issues. **PAGE 27.**

Ready for prime time players...

Three broadcast networks will introduce 17½ hours of new programing in 1989-90 prime time season, including 11 new comedies, 10 new dramas, news program and new reality show, if new schedules hold. In addition, Fox adds two-and-a-half hours of new programs to its eight-hour lineup. **PAGE 29.**

35/ PROGRAMING, THE FUTURE

Producers and cable leaders share their outlook on programing, which most agree is key to future of both cable and broadcast TV.

35/ AVOIDING TROUBLE

NCTA President James Mooney warns cablecasters that over zealous pursuit of rate hikes and poor customer service could result in congressional intervention.

41/ KEEPING PACE

Both CNBC and FNN realign their services in continuing race for carriage.

45/ OVER THE RAINBOW

Jesse Jackson says his Rainbow Coalition will hold public hearings on telco-cable competition. We need cable, he said, "to open our window to the real world."

54/ TIME FOR SWITCH

FCC issues A/B switch requirements, which are to take effect Nov. 1.

57/ NEW FROM PUBLIC RADIO

National Public Radio and American Public Radio unveil new programs, including return of Garrison Keillor to APR and NPR's expanded newscasts.

59/ WATCHING HISTORY

Journalists in Beijing to cover first Soviet-Chinese summit in 30 years stay to report story of million students and workers taking over Tiananmen Square. CBS and CNN, only networks to send anchors to Beijing, report live on government shutting down their transmissions.

60/ SUIT SETTLED

Following resolution of Chris-Craft complaint, Warner Communications and Time Inc. proceed with their planned merger.

61/ IMAGINE, BRITISH VENTURE

Hollywood independent Imagine Films Entertainment and British broadcaster Central Independent Television become partners in joint production agreement.

79/ GIVING 100%

Cablevision's Alan Gerry is tough executive whose strive for excellence is matched by thorough knowledge of cable business.

DEPARTMENTS

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iary Tempo Enterprises, and group broadcaster Hubbard Broadcasting.

FCC staff says that once its [illegible] orbital assignment proposal is settled, perhaps by mid-1989, assignments at separate DBS orbital arc will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

■ Before going to Geneva Extraordinary meeting of CCIR on world HDTV production, U.S. State Department changed its position following suggestion of Advanced Television Systems Committee. ATSC suggested that effort to establish 1,125/60 (SMPTE 240M) system as world standard in 1990 be abandoned, and that decision should be delayed until end of next CCIR study period in 1990. Instead, it called on countries to study "common image" approach for possible future world agreement in 1990. Although European countries made attempt in Geneva to vote on immediate world adoption of 1,250/50 system, U.S. position was eventually accepted [illegible].

Announcement [illegible] expected from Defense Advanced Research Projects Agency (DARPA) on which companies will receive shares of $30 million Defense Department has set aside for research and development of new methods of [illegible] HDTV pictures. [illegible] program will [illegible] cost [illegible] and defense applications. DARPA [illegible] rowed [illegible] three or four [illegible] contracts.

[illegible] ry committee [illegible] (ATS) [illegible] on [illegible] HDTV [illegible] some [illegible] software [illegible] HDTV [illegible] worked [illegible] test [illegible] approved [illegible] mittee meeting [illegible] its goal [illegible] to Jan. [illegible] 1990.

On Sept. [illegible] 1988 [illegible] to eliminate [illegible] ation transmission systems [illegible] 9 mhz [illegible] sets. [illegible] standardization [illegible] Commission [illegible] possible additional spectrum for advanced television broadcasting [illegible] VHF and UHF [illegible] band above 1 ghz for supplemental channels was ruled out.

Home Satellite

Giving [illegible] to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television [illegible] backyard dish owners. [illegible] Nov. 16 [illegible] Satellite Home Viewer Act [illegible] independent television [illegible] [illegible] network affiliate [illegible]

[illegible]

Indecency

[illegible]

International

[illegible]

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,950	262	5,212
Commercial FM	4,192	709	4,901
Educational FM	1,390	258	1,648
■ **Total Radio**	**10,532**	**1,229**	**11,761**
FM translators	1,722	360	2,082
Commercial VHF TV	547	25	572
Commercial UHF TV	523	218	741
Educational VHF TV	121	6	127
Educational UHF TV	218	27	245
■ **Total TV**	**1,409**	**276**	**1,685**
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ **Total LPTV**	**624**	**1,713**	**2,337**
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE †	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

277-0199

June 13-14—A Salute to the Humanitas Prize, sponsored by *Museum of Broadcasting*. Seminar June 13 focuses on comedy. June 14, drama. Museum, 1 East 53rd Street, New York. (202) 752-7684

June 14—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jack Valenti, president-CEO, MPAA. Copacabana, New York.

June 14—*USA Network* local ad sales seminar. Hyatt Regency San Francisco Airport, Burlingame, Calif.

June 14-16—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax: (914) 238-5040.

June 15—Corporate communications workshop hosted by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 659-3711.

June 15—*USA Network* local ad sales seminar. Radisson Plaza hotel, Manhattan Beach, Calif. Information: (213) 277-0199.

June 15—*Women in Cable, New York chapter*, party for new members. Extra Extra, 41st & 2nd, New York. Information: Audrey Fontaine, (212) 557-6524.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

June 15-18—*Society of Cable Television Engineers* Cable-Tec Expo. Orlando, Fla. Information: (215) 363-6888.

June 17-19—*Alabama Broadcasters Association* spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information in Montreux: (41) (21) 963-32-20.

June 17-23—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5420.

June 18-21—*National Broadcast Editorial Association* convention. Keynote speaker: Daniel Schorr. Mayflower hotel, Washington.

June 19-21—*Videotex Industry Association* fourth annual conference. Fairmont hotel, San Francisco. Information: (703) 522-0884.

June 19-23—*Gannett Center for Media Studies* Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Radio Advertising Bureau's* 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott hotel, Washington.

June 21—*Society of Broadcast Engineers, chapter 15 of New York*, discussion of transmission techniques. WQXR-AM-FM, New York Times building, ninth floor, New York. Information: (212) 752-3322.

June 21-24—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-24—*Maryland/District of Columbia/Delaware Broadcasters Association* convention. Hyatt Regency, Baltimore.

June 22-24—*Cabletelevision Advertising Bureau* sales management school. University Place Executive Conference Center, Indiana-Purdue University, Indianapolis. Information: (212) 751-7770.

June 23-25—"Focus on Use of Microcomputers in Programing," management seminar sponsored by *NATPE Educational Foundation* and *San Diego State University*. Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

June 25—Presentation of non-televised portion of 16th annual Daytime Emmy Awards, primarily for creative arts categories, sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Registry hotel, Los Angeles.

June 28—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marty Ryan, executive producer, NBC's *Today* show. Copacabana, New York.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

June 30—Deadline for entries for Ollie Awards of *American Children's Television Festival*. Information: (312) 390-8700.

July

July 5-8—*Montana Cable Television Association* 30th annual meeting and convention. Grouse Mountain Lodge, Whitefish, Mont. Information: (406) 586-1837.

July 9-11—*Iowa Broadcasters Association* summer convention. Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam-Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 10-12—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. San Diego. Information: (202) 822-2000.

July 11—*Fox* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

July 12-14—Cable press tour, during *Television Critics Association* annual press tours. Los Angeles. Information: (202) 775-3629.

July 12-16—*National Federation of Local Cable Programers* annual conference. Fairmont hotel, Dallas. Information: (202) 829-7186.

July 13—Presentation of *National Federation of Local Cable Programers* awards. Dallas. Information: (916) 456-0757.

July 14-16—*Oklahoma Association of Broadcasters* annual summer meeting. Howard Johnson's hotel, Lawton, Okla. Information: (405) 528-2475.

July 14-18—33rd annual Television Programing Conference. Panelists, speakers include Preston Padden, Association of Independent Television Stations; Ray Timothy, NBC; Tony Malara, CBS, and Jim Sefert, Cosmos. Toledo Marriott Portside, Toledo, Ohio. Information: (904) 432-8396.

July 15-17—*CBS* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 15-18—*California Broadcasters Association* first Western region broadcast convention, in which CBA expands its convention to include 11

The Fifth Estate

Broadcasting

incorporating

TELEVISION

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg. U.S. Patent Office □

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Kurlander said there are two factors working in the market at present, the wealth of product and what he calls the "*Cosby* factor." Saying that in many markets *The Cosby Show* has neither been "a hit nor a failure," Kurlander believes the backlash due to the prices paid for *Cosby* are causing a leveling off of prices for present and future sitcoms sold in the syndication market.

"Reality has come," he said. "Stations are being more realistic in their expectation levels measured against costs. If you can get a six rating with *Growing Pains*, and a seven rating with *Who's the Boss?*, why would I want to pay triple [for *Who's the Boss?*]?," he said.

"There is no other property in the market that is achieving the kind of demographics that *Cosby* is," said Joe Zaleski, president, Viacom Domestic Syndication. "It has definitely been the phenomenon of the '80's. The show has had a halo effect in New York, on WWOR-TV, where it has created nothing but a better image for that station's other lead-in and lead-out programing," he said.

Using the Los Angeles market as an example, Kurlander said KCOP(TV) will have to average "somewhere around an 11 rating for the life of the contract just to break even, and they won't be able to rest it. It will just have to run and run." According to the Nielsen May books, *Cosby* is averaging a 6.9 rating. One station source in the market said the cost to KCOP is $350,000 an episode. Kurlander agreed with the source who suggested the station could be losing as much as $20,000 a day on the show.

On *Cosby*'s performance on KCOP, Zaleski said, "I think the ratings have been pretty strong," cautioning that: "I don't think you can look at just the body of what the show does in a particular market, but rather what it does for lead-in programing in the early and late fringe. KCOP-TV may not be using it well as lead-out programing against the other stations' local news," he said.

"*Cosby* is still the number-one ranked show in its time period," said Bill Frank, president and general manager, KCOP. In spite of its performance to date, Frank said he had thought the show would be about "10% stronger and would have had more of a halo effect." Frank doesn't believe the "prices paid for *The Cosby Show* and *Who's the Boss?* will be seen again for years." Would he buy *Cosby* again? "I don't know," Frank said.

One example of a market backed up with available product is Chicago, where *ALF*, *Amen*, *Golden Girls*, *Perfect Strangers* and *227* have yet to be cleared.

Columbia's *227*, launched just four weeks ago, seems to be one such show feeling the effects of the crowded marketplace. According to both rep and station sources, Columbia has been unable to clear the show in any of the top three markets due to a demanding floor price and the availability of other product. One station manager in Los Angeles, who said Columbia is setting the floor for *227* at $160,000 an episode, doesn't think anyone in the market has bid on the show. Characterizing the price as "out of line," he said: "If you put *The Cosby Show* and *Who's the Boss?* in the highest category, the price for *227* makes it higher than any others that have been sold in the market. People just aren't jumping at shows that aren't considered first-rank." "After the debacle of *Cosby*, with the money that stations are losing, people are watching what they pay," he said.

In the Chicago market where *227* is joined by other sitcoms waiting to be cleared, a station source said Columbia's floor price has been set at $80,000 an episode and there were no bidders. "We've got a situation now where there's a lot of supply in the market compared to a few years ago," he said.

"It's a much more complex marketplace today than a few years ago," said Barry Thurston, president, syndication, Columbia Pictures Television. Thurston declined to comment on specific prices for the show, citing ongoing negotiations. However, he did say that individual markets are the best determinant of prices. "There are a number of shows backed up in major markets, but it's just a matter of time before some of those shows will be sold. I don't think the marketplace has had an effect on the selling of *227*. We are in the beginning stages of a comprehensive presentation for the selling of the show, and there's not an urgency for us to have to sell *227*. The show has been number one in its time slot for the past three years, and it doesn't come under the heading of shows that I would be nervous about," he said.

"Years ago, stations in a market had three or four comedies to choose from," said Thurston. "In the last four years, buyers haven't had the choices that they will have in the next few years. Buyers will have to be more selective now. In the past, some shows were bought by stations not because they were the best for their station,

Week 35: NBC 13.3/23, CBS 12/21, ABC 11.6/20

NBC won the ratings week, but ABC took the top two slots with the *ABC Sunday Movie, Everybody's Baby: The Rescue of Jessica McClure*, and *Roseanne*. In the evening news race, it was ABC on top with a 9.4/21, then CBS's 9.2/20 and NBC's 8.2/18.

Nielsen	☐	Net	☐ Show
1	22.9/36	A	ABC Sunday Movie
2	21.6/33	A	Roseanne
3	20.2/37	N	Cosby Show
4	18.9/31	N	Cheers
5	18.4/29	A	Wonder Years
6	18.4/31	N	L.A. Law
7	18.0/30	C	Knots Landing
8	17.6/30	C	Murder, She Wrote
9	17.2/35	C	60 Minutes
10	17.0/27	N	NBC Monday Movie
11	16.8/29	A	Who's the Boss?
12	16.7/28	N	Matlock
13	16.6/32	N	Golden Girls
14	16.2/31	N	Empty Nest
15	16.2/25	N	In the Heat of the Night
16	15.8/25	N	Dear John
17	15.5/24	A	Have Faith
18	15.4/30	N	Kenny, Dolly and Willie
19	15.1/25	N	Night Court
20	14.8/27	N	Unsolved Mysteries
21	14.7/23	N	NBC Sunday Movie
22	14.1/26	C	Dallas
23	13.9/23	C	Jake and the Fatman
24	13.5/26	C	CBS News Special Report
25	13.2/22	A	MacGyver
26	12.9/24	A	Growing Pains
27	12.8/24	A	20/20
28	12.8/20	C	CBS Sunday Movie
29	12.7/23	A	Head of the Class
30	12.7/19	C	Designing Women
31	12.7/25	C	Falcon Crest
32	12.7/21	N	ALF
33	12.6/20	C	Newhart
34	12.5/21	A	thirtysomething
35	12.5/22	C	Wiseguy
36	12.4/19	C	Murphy Brown
37	12.3/24	A	Full House
38	12.2/20	A	ABC Mystery Movie
39	11.8/20	N	Midnight Caller
40	11.7/21	A	Roseanne, special
41	10.9/18	A	Wonder Years, special
42	10.9/18	C	CBS Tuesday Movie
43	10.9/19	C	Kate and Allie
44	10.9/18	C	Ringling Brothers Circus
45	10.8/20	A	Mr. Belvedere
46	10.7/23	A	Perfect Strangers
47	10.6/17	F	Married... With Children
48	10.5/21	N	One of the Boys
49	10.5/19	N	Quantum Leap
50	10.0/18	A	Just the Ten of Us
51	9.7/16	A	Coach
52	9.5/21	N	227
53	9.4/19	C	Beauty and the Beast
54	8.8/16	C	Candid Camera on Wheels
55	8.7/15	A	China Beach
56	8.5/14	C	Tour of Duty
57	8.2/15	C	48 Hours
58	8.1/14	F	America's Most Wanted
59	7.9/13	A	Robert Guillaume Show
60	7.9/15	C	Jesse Hawkes
61	7.8/13	A	ABC Family Classic
62	7.7/12	F	FOX Monday Movie
63	7.6/16	C	Paradise
64	7.5/14	N	NBC Friday Movie
65	7.4/14	C	West 57th
66	7.3/12	A	ABC News Special
67	7.3/12	N	Hunter, special
68	6.6/13	F	21 Jump Street
69	6.6/13	N	Magical World of Disney
70	6.5/13	A	North and South Book II, part 2
71	6.3/13	A	Mission: Impossible
72	4.9/10	A	Under Fire: The Real Story
73	4.9/9	F	Cops
74	4.9/9	N	Dream Street
75	4.6/7	F	Tracey Ullman Hour
76	3.5/7	F	Reporters
77	3.2/6	F	Beyond Tomorrow
78	3.1/5	F	Duet

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Syndication Scorecard *

(Week ending May 14)

	Rtg.	Show	Stns.	Covg.
1	13.6	Wheel of Fortune, syn.	230	99
2	12.2	Jeopardy	208	97
3	10.0	Cosby Show	198	97
4	9.7	Star Trek	232	97
5	8.6	Oprah Winfrey Show	218	99
6	8.3	Wheel of Fortune, wknd.	206	93
7	7.1	Current Affair	149	91
8	6.9	Entertainment Tonight	169	93
9	6.1	Geraldo	200	99
10	6.0	Donahue	226	98
11	6.0	People's Court	188	94
12	5.7	Friday the 13th	216	96
13	5.7	Star Search	149	96
14	5.6	War of the Worlds	221	95
15	5.4	Mama's Family, syn.	192	93

The following programs are included, but not ranked:

	Rtg.	Show	Stns.	Covg.
	9.0	World Wrestling Fed.	242	97

* Nielsen syndicated weekly pocketpiece

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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 5

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Broadcasting Jun 5

Vol. 116 No. 23

Senate passes Simon bill...

Senate adopts legislation aimed at restricting violence, sexually explicit and illicit drug-related material on broadcast and cable TV. **PAGE 27.**

Parting words from Koop...

Retiring Surgeon General Everett Koop urges Congress to adopt legislation restricting alcohol advertising and marketing aimed at youth and to provide government funds for counteradvertising. **PAGE 28.**

Fifth Estate financial prospectus...

BROADCASTING's Special Report examines business and finance of Fifth Estate, including media's top 100 companies, closer look at concentration of some of those companies and analysis of three major deals. **PAGE 46.**

30/ SUMMER SCHEDULES

Three major broadcast networks will debut new series this summer, with ABC and NBC airing new prime time news programs.

31/ SOUNDS OF SILENCE

NAB-RAB Futures Committee campaign to increase listener awareness of radio draws mixed reviews.

38/ PARAMOUNT VIEW

In this "At Large," Paramount executives Lucie Salhany, Steve Goldman and Frank Kelly (pictured above, r-l) discuss company's program strategies, industry changes and "reality-based programing."

34/ BEIJING CRACKDOWN

Chinese officials tell journalists that press coverage of any subject is prohibited unless Beijing's foreign affairs office gives its approval.

63/ NEW FOR NATPE

In effort to create more "productive business environment" and reduce costs, NATPE plans to limit exhibitor space, alcohol and food at its 1990 International Program Conference in New Orleans.

63/ THERE'S ALWAYS NEXT YEAR

For first time in 25 years, Aaron Spelling productions is without prime time network offering; but production company says it is readying 50 shows for 1990-91 season.

64/ PBS SUMMER

Public Broadcasting Service launches new national schedule that includes 10-part series on democracy and several musical, comedy and holiday specials.

68/ VOTE FOR REPEAL

FCC Commissioner Patricia Diaz Dennis joins FCC Chairman Dennis Patrick in voting for repeal of compulsory copyright license.

62/ AT THE MOVIES

Although prices paid for top syndicated movie packages appear to be leveling off, they continue to receive strong interest from stations.

Columbia's 'La Bamba'

70/ RADIO VIA CABLE

New digital radio services hope to interest cable operators in delivering music formats to subscribers for monthly fee.

78/ EQUIPMENT MONITOR

National Supervisory Network, satellite-linked system designed to monitor station equipment, plans launch next month.

82/ INTERNATIONAL EXPOSURE

National Cable Television Association hopes to increase non-U.S. attendance at its annual gathering.

103/ JACK OF MANY TRADES

Noncommercial broadcasting's Ward Chamberlin Jr. has spent last 14 years turning WETA-FM-TV Washington into one of largest national program-producing stations in public TV.

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Europe, Japan and the Pacific, following its domestic start on April 17.

New European transfrontier broadcast law has been essentially completed following Council of Europe's formal adoption of new broadcasting convention and near agreement by European Commission on separate but similar plan. New regulations would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers. In apparent win for U.S. program exporters, only minimal quotas against non-European shows are proposed. Ads can fill up to 20% of any hour or 15% of daily schedule, and limitations are placed on tobacco products, pharmaceuticals and alcohol.

Phone company US West has made joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups.

Mergers and Acquisitions

- Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenue of $10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Justice Department said April 6 that it would not oppose merger on antitrust grounds. To preserve tax benefits of merger set-up, companies amended their agreement in mid-April; preliminary stock swap preceding merger completion will take place only if third party buys or makes offer for certain amount of stock of either company. Warner reached settlement of shareholder agreement dispute with Chris-Craft Industries, its largest stockholder. FCC gave approval to merger in late May. Shareholder meetings to vote on merger are scheduled for June 23. Merger requires approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Time and Warner hope to complete merger this fall.

WPP Group, owner of J. Walter Thompson, launched $54-per-share tender offer May 18 for Ogilvy Group advertising company. Implied valuation of Ogilvy is $864 million. WPP had made unsolicited proposal to take over Ogilvy in late April at price of $45 dollars per share.

MSO's United Cable Television Corp. and United Artists Communications Inc. merged May 25 following shareholder approvals earlier that day. TCI, which owned about 41% of United Cable and 66% of United Artists, owns majority of newly formed United Artists Entertainment. New company's stock began trading May 26.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for a total of more than $1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of $440 million; minority shareholders in Centel Cable will receive $45.625 per share.

Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of superstations WGN-TV Chicago, WWOR-TV New York and KTVT Dallas, Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Turner Broadcasting System withdrew appeal.

TV Marti

Backers of Radio Marti, which broadcasts news, information and entertainment to Cuba, are lobbying Congress to establish affiliated television service. Congress last year appropriated $7.5 million in start-up funds for proposed service, and in April House approved legislation authorizing $16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project (and one is planned for later this year) has demonstrated its feasibility.

Cuba's vice president has reportedly issued warning that Cuba will take "all appropriate measures" against TV Marti.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,950	262	5,212
Commercial FM	4,192	709	4,901
Educational FM	1,390	258	1,648
■ Total Radio	**10,532**	**1,229**	**11,761**
FM translators	1,722	360	2,082
Commercial VHF TV	547	25	572
Commercial UHF TV	523	218	741
Educational VHF TV	121	6	127
Educational UHF TV	218	27	245
■ Total TV	**1,409**	**276**	**1,685**
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	**624**	**1,713**	**2,337**
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

Hyatt Regency/San Francisco Airport, Burlingame, Calif.

■ **June 14**—Advertising/media outlook seminar sponsored by *Interpublic Group of Companies*. Featured speaker: Robert Coen, senior VP, McCann-Erickson USA. Princeton Club, New York. Information: William Keating, (212) 399-8078.

June 14-16—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax: (914) 238-5040.

June 15—Corporate communications workshop hosted by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 659-3711.

June 15—*USA Network* local ad sales seminar. Radisson Plaza hotel, Manhattan Beach, Calif. Information: (213) 277-0199.

June 15—*Women in Cable, New York chapter*, party for new members. Extra Extra, 41st & 2nd, New York. Information: Audrey Fontaine, (212) 557-6524.

■ **June 15**—*Philadelphia Ad Club* awards gala. Hotel Atop the Bellevue, Philadelphia. Information: (215) 874-8990.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Speakers include NBC News President Michael Gartner. Wyndham Franklin Plaza, Philadelphia. Information: (314) 882-2042.

June 15-18—*Society of Cable Television Engineers* Cable-Tec Expo. Orlando, Fla. Information: (215) 363-6888.

June 17-19—*Alabama Broadcasters Association* spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.

June 17-23—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5420.

June 18-21—*National Broadcast Editorial Association* convention. Keynote speaker: Daniel Schorr. Mayflower hotel, Washington.

June 19-21—*Videotex Industry Association* fourth annual conference. Fairmont hotel, San Francisco. Information: (703) 522-0884.

June 19-23—*Gannett Center for Media Studies* Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Radio Advertising Bureau's* 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott hotel, Washington.

June 21—*Society of Broadcast Engineers, chapter 15 of New York*, discussion of transmission techniques. WQXR-AM-FM, New York Times building, ninth floor, New York. Information: (212) 752-3322.

June 21-24—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-25—*Maryland/District of Columbia/Delaware Broadcasters Association* convention. Hyatt Regency, Baltimore.

June 22-24—*Cabletelevision Advertising Bureau* sales management school. University Place Executive Conference Center, Indiana-Purdue University, Indianapolis. Information: (212) 751-7770.

June 23-25—"Focus on Use of Microcomputers in Programing," management seminar sponsored by *NATPE Educational Foundation* and *San Diego State University*. Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

■ **June 24**—Presentation of non-televised portion of 16th annual Daytime Emmy Awards, primarily for creative arts categories, sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Registry hotel, Los Angeles.

■ **June 27-28**—*Cabletelevision Advertising Bureau* sales orientation seminar. Los Angeles. Information: (212) 751-7770.

■ **June 27-30**—*Cable Television Administration and Marketing Society* sales management master course. St. Louis. Information: (703) 549-4200.

June 28—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marty Ryan, executive producer, NBC's *Today* show. Copacabana, New York.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, co-sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

June 30—Deadline for entries for Ollie Awards of *American Children's Television Festival*. Information: (312) 390-8700.

July

July 5-8—*Montana Cable Television Association* 30th annual meeting and convention. Grouse Mountain Lodge, Whitefish, Mont. Information: (406) 586-1837.

July 9-11—*Iowa Broadcasters Association* summer convention. Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 10-12—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. San Diego. Information: (202) 822-2000.

July 11—*Fox* press tour, during annual *Television Critics Association* press tours. Los Angeles.

■ **July 11-14**—*Cable Television Administration and Marketing Society* sales management master course. Minnetonka, Minn. Information: (703) 549-4200.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

July 12-14—Cable press tour, during *Television Critics Association* annual press tours. Los Angeles. Information: (202) 775-3629.

July 12-16—*National Federation of Local Cable Programers* annual conference. Fairmont hotel, Dallas. Information: (202) 829-7186.

The Fifth Estate

Broadcasting

incorporating

TELEVISION

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SPECIAL REPORT

The Fifth Estate

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Concentrating on concentration

Radio, TV and cable participants, observers and academics are all studying allegations and questions over who controls mass communications media

The possibility that Congress will take a stand on vertical integration in the cable industry was fuel for discussion at the National Cable Television Association convention in Dallas. Academics are attempting to find the extent and effect of ownership concentration in the media. But the communications subcommittee of the Senate Commerce Committee's hearings later this month on media ownership concentration and diversity may have repercussions that are more than academic in the electronic communications industry.

Viacom's suit filed earlier this month against Time Inc. and its subsidiaries may also put vertical integration on trial, despite Viacom's insistence that the company is attacking unlawful behavior of a vertically integrated company, not the vertical integration itself.

Anecdotal evidence of increasing ownership concentration in the Fifth Estate seems to arrive week by week. Two weeks ago, United Artists Communications and United Cable Television merged to become United Artists Entertainment (UAE), creating the third-largest MSO in the United States. UAE majority holder Tele-Communications Inc. last week announced an agreement in principle to buy the shares it does not own of WestMarc Communications. Gulf + Western, which effective today (June 5) has changed its name to Paramount Communications Inc., is selling its finance business to focus growth on its already-substantial entertainment and publishing operation. And if Time Inc. and Warner Communications have their way, they will merge to become Time Warner Inc., the largest media and entertainment company in the world.

This talk and activity raises several questions: Is ownership concentration in the Fifth Estate increasing appreciably? How does one measure the concentration? Is concentration, both vertical and horizontal, increasing to the level that it is harming the relevant markets? From an economic viewpoint and from a public policy viewpoint, is anything at risk?

Certain studies do attempt to go beyond the surface conclusion that media concentration, both horizontal and vertical, is increasing. One recent study of business concentration in specific market sectors in the Fifth Estate indicates that concentration among cable operators increased over the 10 years from 1977 to 1987, while television broadcasting concentration decreased slightly over the same period. David Waterman, a professor at the Annenberg School of Communications at the University of California, compared market concentration in 1977 and 1987 through study of the average weekly shares of every station in the country. Using the Justice Department's current guidelines for studying industry concentration, the Herfindahl-Hirschman Index (HHI), Waterman found that the HHI among broadcast television groups declined slightly from 154 in 1977 to 141 in 1987, indicating lower ownership concentration (see chart). (The HHI is obtained by squaring the market shares of every company in a horizontal market. Under usual guidelines, a market with an HHI below 1,000 is unconcentrated; between 1,000 and 1,800 it is moderately concentrated, and above 1,800 is highly concentrated. A market monopolized by one company would have an HHI of 10,000.)

Using another common guideline for judging concentration in a market—the market share of the largest four companies in a market—Waterman came to a similar conclusion. In 1977, according to his study, the market share of the top four firms was 20.8%. In 1987, the top-four share of over-the-air television viewing was 19%. Although Waterman said that the ideal way to measure market share and concentration would be through advertising revenues, he said there was undoubtedly a high correlation between viewing audiences and revenue. This view is somewhat bolstered by a calculation of advertising revenue concentration in 1987 using data compiled by John Kornreich of Sandler Capital Management and the Television Bureau of Advertising. Although in such a calculation, the top four station groups are different from those in Waterman's study, their collective revenue share is approximately 17%.

In Waterman's study of cable groups, the results indicate increasing concentration. In 1977, the four-firm concentration ratio was 23.7, and the HHI was 204. In 1987, the four-firm percentage of market share was 30.5, and the HHI was 392.

Though the HHI and the four-firm index are used to judge the effects of mergers on industry concentration, Waterman cautioned against using his figures to judge whether a market was getting too concentrated or not. "Whether or not the market shares of the top companies are too large or too small is a very complicated question that is well beyond the scope of this work," he said. Waterman pointed out that while a cable operator might have a small national market share appearing to give it little market power, the system could have a nearly 100% market share and a great deal of market power in the local market.

In a 1988 study of the concentration of ownership in the cable industry, Barry Litman, a professor of telecommunication at Michigan State University, and Sylvia Chan Olmsted, a doctoral student in the school's mass media program, traced the concentration of ownership among cable MSO's from 1969 to the spring of

TV group concentration—1977 vs. 1987

1977		1987	
Rank Firm	*Share of total nat'l broadcast weekly circulation*	*Rank Firm*	*Share of total nat'l broadcast weekly circulation*
1. CBS	5.6%	**1. Tribune**	5.4%
2. ABC	5.4	**2. Capital Cities/ABC**	5.0
3. NBC	5.3	**3. GE/NBC**	4.7
4. Metromedia	4.5	**4. Fox Broadcasting**	3.9
5. RKO General	3.1	**5. CBS**	3.8
6. Westinghouse	3.0	**6. Group W**	2.3
7. Storer	2.2	**7. Cox Broadcasting**	2.2
8. Field Comm.	2.2	**8. Gannett**	1.9
9. Capital Cities	2.0	**9. Chris-Craft**	1.9
10. Cox Broadcasting	1.7	**10. SCI Holdings**	1.8

Source David Waterman from various sources

1988. The authors found that the concentration ratios of leading operators had stayed "fairly stable." In 1973, the market share of the four leading companies totaled 27.2%, they found, compared to 27.6% in 1988. The share of the top 25 companies over the same time period had gone from 61.7% to 68%.

Concentration of cable programing ownership appears to be more concentrated. Adding together programer subscriber fee revenue for the top 20 basic cable channels, advertising revenue for those channels and programing revenue for six major leading pay channels gives one a total of roughly $3.03 billion, according to data collected by Paul Kagan Associates. Add in 1988 programing revenue for Cablevision Systems Corp., operator of a network of regional sports channels, and the revenue figure rises to $3.15 billion. Total 1988 cable programing revenue for four industry leaders—Cablevision, Time Inc., Viacom and Turner Broadcasting System—amounts to $2.43 billion, if one includes intracompany revenues and revenue from its superstation, WTBS(TV) Atlanta. This four-firm revenue figure amounts to 77% of that previously defined market.

By one set of statistics, the film production industry seems moderately concentrated, and has been so over the last 15 years. In 1988, the North American theatrical film rental market share of the top four distributors amounted to 58%, according to *Variety*. In 1973, the four-firm index was 56. The four-firm share fluctuated in the 50%-70% range in the years that the magazine has assembled those figures. In 1988, the industry's HHI was 1,192, by these figures; in 1973, the HHI was 1,124.

Radio seems to be an unconcentrated medium, at least at the broadcaster level. Concentration appears to be growing as a result of the 1984 changes raising the limit on station ownership from 7 AM's and 7 FM's to 12 each. The top 100 radio groups account for no more than 50% of industry revenues, according to Drew Marcus of Kidder, Peabody & Co. In a study he conducted a year ago, Marcus found that less than 5% of the stations in the U.S. belonged to groups of more than 14 stations. While consolidation has been occurring rapidly, Marcus said, there continues to be "tremendous fractionalization" among groups.

Though one can find a measure for ownership concentration in the lines of business listed above, it is more difficult, as Waterman indicated, to define a company's relevant marketplace—as is necessary in formulating antitrust and FCC policy. For example, if one were to study whether a merger of broadcasters would have an anticompetitive effect on its market, several possibilities arise. Is the market the national broadcast marketplace or the local marketplace? Does it include only over-the-air broadcasters or does it also include basic cable services? Does it include pay cable services?

Vertical integration seems harder to assess than horizontal concentration. One of the problems with measuring vertical integration is that people studying the media have traditionally focused on horizontal concentration rather than on recent activity in vertical integration, according to Graham Murdock, a research fellow at the Center of Mass Communication Research at Leicester University. "We have to catch up conceptually and methodologically with what's actually going on," Murdock said.

Most of media concentration studies have been done on small issues, agreed Robert Picard, editor of the *Journal of Media Economics* at Emerson College. "There's not a lot drawing it all together."

Techniques for measuring vertical integration are not as clear-cut as those measuring horizontal integration, but they do exist, Litman said. Vertical integration is better measured qualitatively rather than quantitatively, he said. To judge effect one has to judge intent, he said, and find out whether integration is increasing efficiency or is anti-competitive.

In an attempt to get some indication of ownership concentration among media and information conglomerates, Waterman studied the market shares of the top 10 conglomerates in 1977 and 1987. His data indicated, he said, that although the size of the industry leaders increased over the 10 years, their domestic market shares of retail media and information revenues appear to have declined. Because of overall media industry growth (which included print media in the study), Waterman said that in terms of overall market share of entertainment and information business, the share of Time Warner would be "barely larger" than CBS's share in 1977.

Although the companies he studied had the greatest amount of media ownership, they were not necessarily the most vertically integrated media companies, Waterman said. However, he added: "It's my impression, supported by research done so far, that vertical integration has been increasing."

Even if the share of the largest media companies is growing at a slower pace than the market, Murdock did not have an optimistic view of the future of smaller companies. "As you do get new forms of media activity opening up, you do provide spaces for smaller players to enter the marketplace," he said, but "this is a very brief historical phenomenon."

The charge commonly lodged against vertically integrated companies is that they use control over one market sector to favor their own goods or services in another market sector. Such is the situation with Time Inc. and ATC, according to allegations in Viacom's lawsuit: "To disadvantage pay services, which compete with defendant HBO, defendant ATC has refused access on its cable systems to competing pay services, notably Showtime and The Movie Channel, or has provided access only on a discriminatory basis."

Elsewhere in its complaint, Viacom states, "The markets for film production and distribution, pay television programming services and cable television distribution have experienced increasing vertical integration. When this integration has involved firms, such as defendants, with significant market power at more than one level of distribution, it has created stratified channels of distribution, foreclosing independent, non-integrated competitors from necessary inputs and outlets."

The classic, democratic view of the ideal communications system is that it carries diverse points of view and pictures many types

Cable concentration—1977 vs. 1987

1977

Rank Firm	Subs (000)	Share of total subs
1. TelePrompter	1,073	9.0%
2. ATC	625	5.3
3. TCI	561	4.7
4. Warner	560	4.7
5. Cox Cable	466	3.9
6. Viacom	330	2.8
7. Sammons	300	2.5
8. Comm. Prop.	290	2.5
9. UA-Columbia	222	1.9
10. United Cable	197	1.7

1987

Rank Firm	Subs (000)	Share of total subs
1. TCI	5,200	12.7%
2. ATC	3,695	9.0
3. Continental	2,169	5.3
4. Storer	1,453	3.5
5. Cox Cable	1,438	3.5
6. Warner	1,406	3.4
7. Comcast	1,343	3.3
8. United Cable	1,179	2.9
9. Newhouse	1,061	2.6
10. Viacom	1,068	2.6

Source: David Waterman from various sources.

of social life, Murdock said. However, the economic advantages of vertical integration limit diversity, he said. Companies operating in various media sectors want to exploit their resources to the maximum, he said. For example, if a company produces a feature film it can sell that film in movie theaters, videocassette, cable and satellite channels, generating a saleable musical soundtrack and "all kinds of spinoff products." He said, "It makes perfect economic sense to do that."

In such a system, the products that don't lend themselves to those synergies are disadvantaged, he said. As such a company runs more efficiently, Murdock said, "We come to a paradox: Although we have more distribution channels than ever before-...what's filling those distribution channels up are versions of the same product."

Waterman, however, said the advantage of vertical integration for a company that does not have substantial market shares in horizontal markets is often overstated. "Even if you have substantial horizontal market shares, vertical integration doesn't necessarily translate into a strategic advantage. Without those market shares, it's hard to imagine that vertical integration would translate into substantial anti-competitive possibilities," he said.

One thing that seems certain is that the public discussion of the effects of ownership concentration will grow. Litman, who said he was scheduled to testify before the communications subcommittee next week, said he believed that the March congressional hearings on the Time-Warner merger hearings did not give sufficient attention to trends of increasing concentration. Michael Tracy, Director of the Center for Mass Media Research at the University of Colorado at Boulder agreed, calling current U.S. public debate about television "crude" and "minimalist." □

CEO's for a day

Most of a Wall Street analyst's work is to follow companies and make judgments on the attractiveness of their stock, based on such factors as financial performance, industry conditions and management strategies. For a change, BROADCASTING asked some analysts to imagine themselves as the chief executive officer of one of the companies they watch and spell out what they would do with the company.

Chris Dixon of Kidder Peabody & Co.: The primary focus of **King World Productions** is to act as an agent between advertising agencies, the production community and independent television stations, as well as producing their own shows. Clearly, we expect a restructured television market to provide unique opportunities for experienced cash-barter syndicators. Should the European television environment follow the growth patterns of the U.S. television environment, something which appears highly likely—due to the fact that pan-European advertising is appearing increasingly unlikely due to cultural barriers between countries—King World has a unique opportunity in the European marketplace to use its previous experience in the U.S. At the same time, *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show* are generating strong cash flow which can provide the basis, and some breathing room, to expand their unique syndication franchise.

In that context we would be aggressively looking to joint ventures with international television participants with the goal of becoming a dominant European television syndicator. Such a move would first act as a defensive way to protect King World's current market position in the U.S. (should increased competition develop for prime time access) and at the same time, allow the company to continue its exponential growth. In other words, it would be both a defensive and offensive strategy.

□

Raymond Katz of Mabon, Nugent & Co.: What I'd do at **CBS**, and what I think is being done by the company, is: I would put the resources of the company on the screen. CBS President and CEO Laurence Tisch is putting the money on the screen, into product.

I think some of the divestitures that Mr. Tisch did were good. Others I wouldn't have done. I would not put all my eggs in one basket, meaning broadcasting. I would cast a wider net, meaning greater involvement in production and distribution of copyrighted material for entertainment and information. CBS is restrained by the financial interest and syndication rules. Clearly, I would put effort into getting them repealed or, at least, getting them relaxed—which CBS is doing. But I would not stay involved purely in broadcasting. I would move into other media, including cable. I would not have sold the Records Group.

The future is going to be here and overseas, the production and distribution of copyrighted material into the home. I would not be a single channel in a multichannel environment. I would branch out into being a multichannel business in a multichannel environment.

□

Drew Marcus of Kidder, Peabody & Co.: As CEO of **Jacor Communications**, I would focus on increasing the asset value of the company through growing operating cash flow, improving the asset mix (through attractive acquisitions), or enhancing the capital structure.

Cash flow should grow if the company continues to concentrate on effective programing, promotions and sales practices. The company is currently involved in format changes at two stations, format attacks at two others and an AM signal upgrade in Atlanta.

To limit risk in the competitive radio business, diversification across formats, geographic regions and stage of development (mature cash cows, like Jacor's Cincinnati station, and rapid-growth turnaround stations, like Tampa and Denver) is key. Jacor fits these criteria well.

While continuing this diversification, I would focus future acquisitions on radio stations in the top 20 markets. I would not diversify into other businesses. Operating a radio station is extremely management-intensive, and radio-only groups tend to have the highest success rates.

To help fund its growth, Jacor gave away a lot of stock. I would try to buy some of the outstanding warrants and preferred stock. Thus, fully diluted shares outstanding would shrink, but the trading float would not be hurt. Repurchasing these instruments for less than my $14-to-$15 per-share asset value estimate would help Jacor's asset value.

□

Ken Goldman of Hanifen, Imhoff: I'm Stewart Blair, CEO of **United Artists Entertainment**. Being that UAE is a newly merged company, I would try to learn as much as I could about the new United Cable Television cable systems. I'd go out into the field, meet with field management, learn about what works and doesn't work and not isolate myself in the office suite in Denver. Especially in a newly merged situation such as UAE, learning how to meld the diverse operations together is of utmost importance. Now is the time to do so, rather than to focus on more acquisitions, in my opinion. I would want to at least have a basic working knowledge of the nuts and bolts out in the field. Once the process is completed, attention could then be refocused on growth through acquisition.

The Top 100

ECI Rank	Company	ECI Revenue (in millions)	ECI % of Total Rev	1988 Total Rev (in millions)	Rev Rank	% Change From '87	1988 Total Earnings (in millions)	% Change From '87	1984 ECI Rank
1	**Capital Cities/ABC**	$3,749.6	78.6	$4,773.5	(9)	7.5	$387.1	38.7	14
2	**General Electric**	3,638.0	7.3	50,089.0	(1)	4.0	3,386.0	16.2	48
3	**CBS**	2,777.7	100.0	2,777.7	(18)	0.57	1,149.9	154.1	2
4	**Time**	2,156.1	47.8	4,507.0	(10)	7.49	289.0	15.6	4
5	**Tele-Communications Inc.**	1,705.1	74.7	2,282.0	(22)	33.50	56.0	900	9
6	**Sony**	1,334.2	8.0	16,677.8	(3)	45.66	549.0	86.8	20
7	**Viacom**	1,258.5	100.0	1,258.5	(35)	24.5	-123.1	-0.3	19
8	**Gulf + Western**	1,167.6	22.9	5,107.8	(8)	8.7	384.7	8.0	22
9	**Warner Communications**	1,058.6	25.2	4,206.1	(12)	23.6	423.2	45.5	16
10	**General Instrument**	783.9	60.1	1,304.7	(33)	12.9	85.5	29.2	15
11	**Turner Broadcasting**	777.0	96.3	806.6	(42)	23.6	-94.5	27.9	30
12	**MCA**	770.6	25.5	3,023.7	(17)	16.8	164.9	20.2	11
13	**Home Shopping Network**	744.6	100.0	744.6	(45)	12.0	25.8	11.3	N/A
14	**Saatchi & Saatchi**	687.2	45.0	1,527.0	(28)	26.6	88.5	20.7	N/A
15	**Columbia Pictures Entertain.**	663.1	47.8	1,387.2	(30)	30.1	-84.7	-267.2	13
16	**Westinghouse**	632.5	5.1	12,499.5	(4)	10.4	822.8	-8.6	5
17	**Interpublic Group of Companies**	536.4	45.0	1,191.9	(38)	22.8	60.1	22.0	8
18	**Tribune**	505.7	21.7	2,334.8	(20)	8.6	210.4	48.7	17
19	**Cablevision Systems**	493.5	100.0	493.5	(51)	64.7	-159.4	-115.4	N/A
20	**News Corp.**	485.7	9.4	5,188.7	(7)	31.6	467.5	-28.6	N/A
21	**Disney**	405.0	10.8	3,747.2	(13)	31.2	569.9	25.2	79
22	**Comcast**	404.1	89.8	449.9	(53)	45.5	-47.6	-407.0	72
23	**Omnicom**	400.2	45.0	889.2	(40)	8.6	39.2	12.7	N/A
24	**Harris Corp.**	390.9	18.6	2,104.8	(23)	1.0	69.6	-44.2	10
25	**Gannett**	390.4	11.8	3,314.5	(16)	7.6	364.5	14.1	34
26	**Times Mirror**	381.6	11.5	3,332.6	(15)	6.1	331.9	24.5	57
27	**Scientific-Atlanta**	364.4	71.5	509.8	(50)	-0.8	31.8	12.0	29
28	**CVN Companies**	360.9	58.8	614.4	(46)	142.1	9.8	-15.9	N/A
29	**Lorimar Telepictures**	357.7	68.2	524.7	(48)	-22.6	-485.4	-412.8	N/A
30	**King World**	318.9	100.0	318.9	(63)	23.9	66.4	45.1	N/A
31	**Multimedia**	304.4	69.2	439.6	(54)	7.0	26.9	115.2	46
32	**Control Data Corp.**	302.2	8.3	3,628.3	(14)	7.8	1.7	-91.2	63
33	**United Cable TV**	296.0	100.0	296.0	(65)	17.8	-4.8	42.5	43
34	**Washington Post**	295.4	21.6	1,367.6	(31)	4.0	269.1	44.1	49
35	**Scripps Howard Broadcast.**	274.7	100.0	274.7	(67)	17.3	16.5	-27.6	55
36	**Rogers Communications**	263.3	90.4	291.2	(62)	31.0	68.9	441.1	23
37	**Tektronix**	257.6	18.0	1,431.0	(29)	3.0	-8.6	-133.4	27
38	**ITEL Corp.**	252.7	15.4	1,643.6	(27)	29.0	24.8	198.8	28
39	**Great American Commun.**	252.0	79.1	318.8	(64)	236.6	-72.4	-1369.9	N/A
40	**Maclean Hunter**	237.2	22.4	1,058.0	(34)	15.7	79.1	-28.1	37
41	**Chris-Craft**	230.6	91.9	250.8	(69)	3.9	21.4	103.2	54
42	**Dun & Bradstreet**	213.4	5.0	4,267.4	(11)	12.6	499.0	10.5	53
43	**3M Corp.**	211.6	2.0	10,581.0	(5)	12.2	1,154.0	25.7	21
44	**Media General**	198.6	26.3	755.7	(43)	5.7	8.8	-79.5	64
45	**Foote Cone & Belding**	196.7	51.0	386.0	(57)	12.3	13.7	-19.5	36
46	**Grey Advertising**	194.1	52.0	373.3	(59)	16.4	15.4	49.4	52
47	**Ogilvy Group**	184.4	22.0	838.1	(41)	13.5	33.0	10.7	18
48	**Century Communications**	175.1	100.0	175.1	(73)	15.7	-8.5	-35.7	N/A
49	**Adelphia Communications**	174.3	100.0	174.3	(74)	32.7	-117.1	-52.4	N/A
50	**QVC Network**	171.2	100.0	171.2	(75)	148.6	5.4	139.6	N/A

Notes: CBS earnings include $869.6 million net from sale of CBS Records to Sony. Sony figures are to March.

The Top 100

ECI Rank	Company	ECI Revenue (in millions)	ECI % of Total Rev	1988 Total Rev (in millions)	Rev Rank	% Change From '87	1988 Total Earnings (in millions)	% Change From '87	1984 ECI Rank
51	**Eastman Kodak**	170.3	1.0	17,034.0	(2)	28.0	[illegible]	[illegible]	[illegible]
52	**A.H. Belo**	165.5	42.9	385.4	(58)	1.0	[illegible]	54.8	41
53	**Centel Cable Television Co.**	153.7	100.0	153.7	(77)	16.1	[illegible]	[illegible]	N/A
54	**TVX Broadcast**	150.8	100.0	150.8	(79)	13.1	[illegible]	[illegible]	N/A
55	**Varian Associates**	143.2	12.0	1,193.0	(37)	15.5	54.7	[illegible]	[illegible]
56	**LIN Broadcasting**	137.2	60.8	225.5	(70)	8.1	82.1	[illegible]	42
57	**Jefferson-Pilot**	126.8	10.4	1,223.5	(36)	4.3	101.2	31.5	78
58	**Meredith**	120.5	16.2	746.0	(44)	18.9	31.8	44.1	60
59	**Midwest Communications**	114.5	100.0	114.5	(83)	20.5	865.0	39.9	N/A
60	**Knight-Ridder**	110.4	5.3	2,083.3	(24)	5.9	156.4	[illegible]	80
61	**Westwood One**	108.9	99.0	110.0	(84)	26.1	[illegible]	[illegible]	N/A
62	**Zenith**	107.4	4.0	2,685.7	(19)	12.7	[illegible]	[illegible]	[illegible]
63	**Liberty Corp.**	107.2	26.7	401.0	(55)	6.1	24.5	[illegible]	[illegible]
64	**New World Entertainment**	106.0	38.0	279.4	(66)	12.9	4.7	[illegible]	N/A
65	**Ackerley Communications**	104.6	68.2	153.5	(78)	13.5	[illegible]	[illegible]	N/A
66	**Outlet Communications**	104.3	100.0	104.3	(85)	23.1	-21.8	26.5	N/A
67	**Pulitzer Publishing**	103.8	26.5	391.0	(56)	6.4	19.6	47.7	N/A
68	**Selkirk**	103.4	100.0	103.4	(82)	14.0	5.4	73.2	56
69	**Orion Pictures**	101.1	22.3	454.2	(52)	11.8	10.1	39.9	65
70	**Reeves Communications**	97.9	100.0	97.9	(86)	34.3	2.4	-41.5	78
71	**McGraw-Hill**	96.2	5.3	1,818.0	(25)	3.8	[illegible]	[illegible]	[illegible]
72	**Motorola**	82.5	1.0	8,250.0	(6)	22.6	445.0	[illegible]	[illegible]
73	**Aaron Spelling Productions**	76.1	100.0	76.1	(88)	49.2	[illegible]	[illegible]	N/A
74	**Pathe Communications Corp.**	74.2	20.0	371.1	(60)	12.3	21.4	[illegible]	N/A
75	**Park Communications**	73.1	48.9	149.6	(80)	7.8	[illegible]	[illegible]	[illegible]
76	**New York Times Co.**	70.9	4.2	1,700.0	(26)	3.5	167.7	4.8	53
77	**Jacor**	69.9	100.0	69.9	(89)	59.1	-6.2	86.1	N/A
78	**Lee Enterprises**	69.1	26.9	257.1	(68)	6.3	41.5	17.6	87
79	**TCA Cable TV**	68.9	100.0	68.9	(90)	14.1	9.6	88.8	N/A
80	**Price Communications**	67.0	73.3	91.3	(87)	-4.5	-12.5	[illegible]	N/A
81	**Jones Intercable**	64.8	100.0	64.8	(91)	[illegible]	[illegible]	[illegible]	N/A
82	**Reuters**	60.2	6.0	1,003.3	(39)	[illegible]	[illegible]	[illegible]	N/A
83	**Communications Satellite**	60.0	16.7	358.9	(61)	[illegible]	[illegible]	[illegible]	[illegible]
84	**Financial News Network**	58.16	100.0	58.16	(97)	[illegible]	[illegible]	[illegible]	N/A
85	**American Family**	54.5	2.3	2,324.6	(21)	[illegible]	[illegible]	[illegible]	[illegible]
86	**Arvin Industries**	52.5	4.0	1,313.3	(32)	0.5	3.5	-92.5	32
87	**A.M.E. Inc.**	52.5	100.0	52.5	(92)	32.1	2.0	-56.6	N/A
88	**Burnup & Sims**	47.9	25.4	188.4	(72)	-7.6	9.4	45.0	81
89	**Chyron**	43.7	100.0	43.7	(95)	-4.5	-1.1	-133.0	N/A
90	**C-Cor**	43.5	95.0	45.8	(94)	49.6	3.2	129.5	N/A
91	**Fries Entertainment**	43.3	100.0	43.3	(96)	[illegible]	[illegible]	[illegible]	N/A
92	**BMA Corp.**	41.4	8.1	510.6	(49)	[illegible]	[illegible]	[illegible]	N/A
93	**Barris Industries**	37.7	100.0	37.7	(98)	[illegible]	[illegible]	[illegible]	N/A
94	**Republic Pictures**	36.1	69.4	52.0	(93)	[illegible]	[illegible]	[illegible]	N/A
95	**Mark IV**	35.4	6.2	569.7	(47)	[illegible]	[illegible]	[illegible]	N/A
96	**Clear Channel**	35.1	100.0	35.1	(99)	8.1	2.4	13.5	N/A
97	**Unitel Video**	34.9	100.0	34.9	(100)	12.4	1.4	-32.0	N/A
98	**Oak Industries**	34.6	17.5	197.8	(71)	8.6	12.9	56.4	86
99	**Pico Products**	32.5	100.0	32.5	(101)	-5.8	-2.7	-999.6	N/A
100	**Playboy**	28.8	18.0	159.9	(76)	-1.2	2.6	-75.2	N/A

Rogers Communications figures are to August. Selkirk figures are for eight months to August.

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BUSINESS AND FINANCE

Fifth Estate fortunes: The top 100 top $38 billion

According to exclusive ECI index, top companies in communications and related businesses improved their revenue performance, with total revenues at $214 billion

BROADCASTING's 11th annual survey of the Fifth Estate's Top 100 publicly traded companies shows total revenues from electronic communications-related operations at $38.5 billion, with combined total corporate revenues of $214.8 billion. Both revenue figures are up significantly from 1987. Total revenues for the Top 100 companies rose 14.23%, or $26.8 billion, over the $188 billion posted in 1987. Communications revenues, which are reflected in BROADCASTING's Electronic Communications Index (ECI), are up $6.6 billion, or 20.6%, from 1987 ECI revenues of $31.9 billion.

This year's chart, which appears on pages 54 and 55, differs from past tabulations, with the main ranking for all companies this year based on their ECI revenues rather than total reported revenues. The primary example of this difference is General Electric, NBC's parent. GE's total revenues of $50 billion far outstrip the next major company's total revenues, Eastman Kodak, at $17 billion. But when ECI revenues are compared and ranked, Capital Cities/ABC emerges as the top ECI company with $3.7 billion from Fifth Estate business out of total revenues of $4.8 billion.

The two-page chart lists each company's ECI ranking, revenue and percentage of total revenue. The fourth column of the chart lists that company's total revenue, followed next by its ranking based on total revenue. Percentage changes for total revenues and earnings over 1987 figures are also listed.

For purposes of comparison, the far right-hand column of the chart shows each company's ECI ranking as of 1984.

BROADCASTING published its first survey of the Top 100 companies in electronic communications in 1978. Since that inaugural edition, the Top 100 list has served as a partial guide to the entrances and exits of major, publicly traded companies in the Fifth Estate.

RCA, Transamerica, 20th Century-Fox Film Corp., Columbia Pictures Industries, Metromedia, Capital Cities Communications, MGM, A.C. Nielsen Co. and Combined Communications are just some of the top companies that have taken on new shapes, either as subsidiaries, or corporate parents.

Candidates for the Top 100 are publicly traded companies with business interests in the entire range of the radio, TV, cable, satellite and allied businesses. As reported in BROADCASTING's weekly "Stock Index" (page 67), and as part of the basis for this report, members of the Fifth Estate are identified as those falling into five distinct groups: broadcasting, broadcasting with other major interests, programing, cable, service and electronics/manufacturing.

BROADCASTING's ECI calculations are based primarily on line of business information provided by the company. In cases where a company does not make that breakout, a company's ECI is based on estimates by securities analysts or BROADCASTING's own estimates.

To evaluate each Top 100 candidate on an equal footing, revenue figures are used that most closely approximate a company's fiscal results for calendar year 1988.

As might be expected, the group with the highest percentage of ECI revenues are the broadcasters, reporting an overall 86.3% of revenues coming from Fifth Estate business. Cable comes in a close second, with 70.9% of that group's revenues contributing to their ECI. Programers take in an average 31.5% of revenues from radio, TV or cable businesses. (Other revenue streams for programers—which are not factored in as part of the ECI—are the home video market and traditional theatrical exhibition.) The service industry, which includes advertising agencies and the Arbitron and Nielsen ratings services, garner 21.2% of revenues directly from ECI-related business.

Next follow the companies with major interests outside of broadcasting, most notably publishers, such as the New York Times Co. or McGraw-Hill, but also including companies with interests in other unrelated areas, such as insurance, as with BMA Corp. Holding companies, such as Reliance Group, are included in this group. Collectively, this group takes in 16.2% of its revenues from the Fifth Estate.

Finally, the group with the smallest percentage of ECI revenues, electronics and manufacturing, has an overall ECI of 6.8%. This includes companies such as 3M, Arvin Industries and Kodak. ☐

The price of admission to the Top 100

Listed below are the total revenues for the 100th company on each of BROADCASTING's 11 annual surveys. No survey was done for 1978 revenues. Dollar amounts below are in millions.

1977	Cowles Commun.	$11.7
1979	Kansas State Net.	19.6
1980	Comcast Corp.	24.8
1981	Comcast Corp.	35.9
1982	Cable TV Indus.	32.3
1983	Cable TV Indus.	29.3
1984	Gray Commun.	40.4
1985	Century Commun.	55.2
1986	Barris Industries	60.2
1987	A.M.E. Inc.	39.8
1988	Unitel Video	34.9

Applying a little hindsight

That part of the human character which likes to judge is very active in media deals. No sooner have certain transactions been completed than a chorus of opinions—"underpaid" or "overpaid"—fills the telephone lines and printed pages. This story reexamines three such deals: Ted Turner's purchase of the MGM film library, Robert Price's spinoff of seven radio stations to Fairmont Communications, and Rupert Murdoch's purchase of six television stations from Metromedia. The three controversial transactions are reconsidered in light of the properties' subsequent operating performance, the change in the financial structure, and other criteria.

Perhaps the major cause of controversy is the personalities of the heads of the respective companies. Turner, Price and Murdoch all give highly individual stamps to their company's operations, and each is seen as possessing a unique vision of how their company should operate. Critics say their vision is blinded by empire building or other faults. Put more favorably, it might be said that these transactions had a unique value not shared by other companies.

The control of these companies by their respective chief executives also allowed them to take losses or risks that a company with more diverse ownership would not consider. Thus Turner, Price and Murdoch can take the long view. Whether that long view is the right view is a question already at least partially answered for all three deals.

Turner-MGM

It is tempting to link Turner's March 1986 purchase of the MGM film library, the most significant transaction in the company's recent history, with the Turner Broadcasting System's favorable appraisal by investors. TBS stock has, in the past 12 months, risen from around $10 to $35, while one issue of debt has more recently moved to within less than 1½% of comparable Treasury yields. But how much has the library contributed to TBS and at what point will it actually pay for itself?

The rationales offered at the time for buying the 4,000-film library were many, and until financing problems cropped up, included a desire by Turner to keep the studio and get into the movie-making business. Another chief item on Turner's agenda was WTBS(TV) Atlanta, and the acquisition was seen as a way to both fix the cost and long-term supply of programing for the superstation whose existence was threatened by the then-unknown outcome of syndicated exclusivity reimposition. Other less tangible goals were talked about, including the desire to avoid being "shut out" by the mergers taking place—the desire to buy the "Rembrandts" of the programing business. Said Turner: "I had a distribution system that wants old movies and I like old movies."

The net cost to TBS was perhaps roughly $1.3 billion bearing an effective-interest and required-dividend rate in excess of 14%. The stock transaction involved assumption of debt and tax-loss carryforwards, and the subsequent spinning off of a number of divisions and assets.

It was because of luck, strategy or both that Turner has been able to refinance some of the debt at lower rates, although incremental revenue from the MGM library may still not cover interest and required dividends. None of this begins to deal with principal repayment, which may require another refinancing before 1993, although that may be more of an opportunity—to lower interest costs and extend debt maturities—than a problem given the continued growth of TBS.

One incalculable factor in the deal is the 30% ownership in TBS that Ted Turner effectively gave up when new investors were brought in to retire troublesome preferred stock. If one looks at the private market value of the company, estimated by securities analysts at between $2.5 billion and $3 billion, then *Gone With the Wind* and company satisfied Ted Turner's taste for old movies at a personal cost of roughly $1 billion. However, if you are considering the actual value of Turner's remaining securities, his total holdings in TBS stock have actually increased over the past 12 months.

Ted Turner

It is not necessarily clear that TBS's private market value would be significantly less had the MGM library not been purchased. Using recent valuation estimates from Donaldson, Lufkin & Jenrette (DLJ), and excluding both the MGM-related debt and all revenue from syndication licensing and Turner Network Television, TBS appears to have a net value of roughly $2.5 billion, roughly the same as the current value applied to it by DLJ. Whether the stock market would have recognized that value is an unanswerable question.

Solely as an insurance policy for WTBS, the MGM policy in retrospect was clearly expensive. Most of WTBS's recent success has less to do with programing and more to do with increasing cable penetration, up at least 33% in the past three years—the performance of CNN has been even better and Turner at one point considered selling a piece of the news service to help finance MGM. And fears of syndicated exclusivity have not been borne out, since WTBS has been able to acquire national programing rights. One admirer of the MGM deal, Jeff Epstein, chief financial officer of King World Productions, said that TBS's programing costs are now at least partly fixed. However, they are a high fixed cost; the old movies and children's shows that make up most of MGM have not been the kind of programing on the leading edge of price increases.

But it may not have been the MGM acquisition's immediate success but rather its immediate failure, which may help ultimately salvage the deal. Turner turned his above-mentioned problem with preferred stock—that would have slowly reduced his control over the company—into an advantage, obtaining significant equity investment in TBS from cable operators. Having gotten them inside the tent, he can count on their help to make sure it stays up.

Only shortly after the MSO's $568 million investment in TBS, TNT was announced. At least 75% of the new cable service's programing is said to come from the MGM library (now called Turner Entertainment Co.) but that is not necessarily the same as saying that TNT could not have been created without the library. A much greater help has been the willingness of the TBS investors (cable operators) to jump-start the basic service with immediate carriage and high per-subscriber fees, which this year are expected to account for two-thirds of revenue.

So with the expected success of TNT, combined with greater revenue near-term from foreign licensing and longer-term from increased use of the library by WTBS, Turner's MGM acquisition may at some point in the future be a success.

Price-Fairmont

"In Osborn I trust," might read the $50 million in notes which Price Communications took upon spinning off seven radio stations for $120 million to Fairmont Communications, a group managed by Osborn Communications. Many were skeptical in September

1987, because the notes represented most of the profit Price was claiming in the $120 million deal. That skepticism became entrenched when one of the original buyers backed out of the deal and their bank financing fell through.

The deal for the three AM and four FM stations was completed only when the financing was offered by Prudential Bache's merchant banking arm, headed by John Whitman, a Price director, and when the investor's role was taken up by Osborn, whose chief executive officer was a former vice president of Price. To some it appeared the sale was being forced through by Robert Price, a former investment banker and head of a highly leveraged group owner.

Robert Price

The stations involved were KIOI-FM San Francisco, bought in 1983 for $12 million; WNIC-FM and WMTG(AM) Detroit, bought in 1985 for $17.6 million; WLAC-AM-FM Nashville, bought in 1985 for $20 million, and KKOB-AM-FM Albuquerque, N.M., bought in 1986 for $16.5 million. Those prices included non-compete agreements that were quickly written off, so by the time the stations were sold to Fairmont they had a carrying value of just over $50 million which, subtracted from the $70 million cash Price received from Fairmont, provided a gain of roughly $19 million. The gain was actually on just 73% of the group since Price was allowed to buy 27% of Fairmont for a nominal amount.

On paper the notes yield 12½% for the first three years, with varying portions drawing 18% in the following three years. Interest, however, is not being paid in cash, at least for the time being, so Price instead gets additional notes. If the notes are not paid off by 1992 Price will get additional equity as well so that theoretically, by the end of year seven, the par value of the notes could have increased to $137 million and Price would also own roughly 37% of the stock, with control of the board as well.

While providing incentive for payment in the long term, the notes are both subordinate to any current and future senior debt and highly dependent on operating results. Thus, accounting rules do not permit Price to record any of the note proceeds or interest as gain, nor do they allow him to carry the notes on his balance sheet as an asset. The risk is mostly Price Communication's since only $2 million in equity was put into Fairmont, and the first layer of debt—a bank loan that recently refinanced Prudential Bache's bridge loan—is secured by the capital stock of the stations. Given the level of risk, one observer said the notes really have a present value of closer to $35 million rather than $50 million.

Final judgment on Price's Fairmont sale won't occur until the notes, and accrued interest, are paid off, but so far things look good. Price said he took the $70 million cash "and retired debt and saved more interest than the cash flow we were losing."

More important, the group, managed by Osborn Communications, is performing well since the sale with 1988 cash flow up more than 30% (to what one investor said was $13.5 million) over the prior year, and with ratings, off of which future sales will be made, up for most stations in the winter 1988-89 Arbitron and Birch books. Tom Gammon, chairman of Americom, the Washington-based brokerage firm, said: "I would estimate all four operations will show significant cash flow growth in 1989 over 1988 with the possible exception of Albuquerque which will only have moderate growth." Prospects for the stations imply a current value for Fairmont of about $150 million, said Gammon, enough to cover principal and interest on all debt while leaving perhaps $20 million to be split among the equity investors, of which Price would get 27%. Price himself said only that several offers for Fairmont have vindicated his trust in the deal.

But Price Communication's exposure to a change in Fairmont's fortunes still exists and, in fact, the group recently purchased another AM-FM combination in Portland, Ore., for $8 million. Price said he approved of the purchase and is counting on the note covenants to take care of the company's interests. That is an uncertainty that makes some nervous but which Bob Price has already shown he can live with.

Murdoch-Metromedia

In the same month that Turner acquired MGM, Rupert Murdoch completed acquiring six of Metromedia's TV stations for more than $1.5 billion. No one doubted that the seller, John Kluge, had made a sizable profit in a short period of time; what was less certain was whether soon-to-be-citizen Murdoch had made a good buy.

Like Turner, Murdoch leaned on the performance of the overall company to refinance the highly leveraged transaction shortly thereafter at lower rates. The $1.1 billion in 13% Fox TV preferred notes was replaced with bank financing, interest on which at the time was just over 7%. Also like MGM, the newly acquired property was used to build a new entity, in this case the Fox network, which was started just half a year later, in October 1986.

While the re-financing has reduced the direct burden on the properties, analysts say the performance of the network affiliates has yet to fulfill the promise held. Fox chooses to keep station results hidden, and outside reports sometimes show surprising variation—one just-released study by a well-regarded analyst lists net group revenue at $390 million, while another newspaper report said company officials pegged ad sales at "more than $500 million." Such a difference makes it hard to analyze the group, even presuming agency commissions within the latter figure.

What virtually everyone does agree on is that cash flow over the last three years has not grown as much as Fox had hoped, considering the expected benefit of the Fox network. After underperforming projected growth in both fiscal 1986 and 1987, station cash flow declined for the year ending June 30, 1988, the second year of the network. News Corp. said, "Fox stations achieved higher revenue but lower operating earnings than in the previous year, in an intensely competitive industry environment. The stations have put in place more aggressive sales and programing efforts, and are working for greater efficiencies through the development of more cost-effective original programing."

It may be the program development of the stations, and not of

John Kluge and Rupert Murdoch

the network, which has recently worked for the greatest benefit of the group. *A Current Affair* is said to bring in $15 million in profits for the group, and thus would account for a significant part of the cash flow increase that Jeffrey Russell of Drexel Burnham said will be reported for fiscal 1989.

If analysts' reports are correct, Fox TV Stations will have something close to $110 million in cash flow, excluding group overhead, in the recent 12 months. Cash flow improvements compared to two years ago at WNYW-TV New York and WTTG(TV) Washington, have been countered by weakened results at WFLD-TV Chicago, KRIV-TV Houston and KTTV(TV) Los Angeles. Both WFXT-TV Boston and KDAF-TV Dallas are said to lose money.

Meanwhile, blended interest rates on the bank loans, some of which have fixed rates, others having "caps" or "collars," have risen to perhaps between 10% and 11%, thus indicating a shortfall on interest coverage in the third year of the transaction. The after-tax impact may not be as severe.

If one includes results of the Fox network there is an additional $30 million that might be produced in the coming fiscal year, assuming the newly introduced Monday night programing is successful, after a break-even in fiscal 1988 and a reported $100 million loss in fiscal 1987. One analyst cautioned, however, that "development costs for other nights could push any real return further out into the future."

Thus, like Turner Broadcasting System, the size of News Corp. allows it to wait out the TV stations' near-term shortfalls which analysts said exist. Fox and Turner both face programing and advertising imperatives, but the latter company also has the intrinsic logic of fixed program costs and a growing subscriber base. If Murdoch ever decided to sell the group it is uncertain what he would be able to get since station multiples in general have fallen since he bought them. □

Sandler Associates: taking stock in the Fifth Estate

Investment firm has track record of choosing media winners; now it's looking at private firms

"Deal" stocks of the past, such as Essex Communications and Heritage Communications, and those of the present, such as Outlet Communications and LIN Broadcasting, have at least one thing in common: a significant ownership position taken by Sandler Associates. The most successful of the media-only investment operations, the New York-based firm now controls more than $600 million of public equities. While its investments rarely make headlines, its track record has made a lot of money for clients, among them many of the owners and chief executive officers of the Fifth Estate. With ownership positions in every publicly held cable stock, and various other public media concerns, Sandler is looking to buy on the private market and is on the verge of raising a fund to do so.

"When I pitch a client, my story is that we're not a money manager," said Harvey Sandler, general partner of Sandler Associates. "We're making long-term bets on several businesses within a small number of industries that we're experts in."

So far, the bets have paid off. Sandler Associates, an investment partnership investing in stocks of media and communications companies, has an impressive record. Since February 1980, the fund has achieved a compound annual return to limited partners of 33% through Dec. 31, compared to a 15.4% return from the Standard & Poors 500. An investor who put in $100,000 to start and kept money in the partnership—as most of the 14 original limited partners have—would end up, about nine years later, with $1.3 million. After starting out with $4 million capital, the managed fund has grown to more than $300 million—with only $50 million of that representing new investors. The partnership's holdings have grown more than 34% so far this year.

Meanwhile, the organization that Sandler founded has spawned new forms: Sandler Capital Management, a registered investment adviser overseeing about $275 million in assets, and SCM Partners, another investment limited partnership with about $30 million in assets.

Over the years, Sandler's concentration on media has led to major holdings in many Fifth Estate companies, big and small, including those that have triggered 13-D disclosure filings. Currently, the company owns more than 5% of a single class of stock in Cablevision Systems Corp., Adelphia Communications Corp., Multimedia, Outlet Communications, Jones Intercable, Century Communications Corp. and broadcaster Gray Communications Systems, among others.

"We're probably the largest shareholder of a dozen companies," said John Kornreich, the Sandler Associates general partner who serves as a one-person research department. "Because our money under managment has grown, and because we specialize, we're going to tend to have very large positions."

Sandler's holdings have breadth, as well as depth: "We own every cable stock," said general partner Barry Lewis, who works as the group's stock trader.

The Sandler organization's holdings are focused in three areas: cable, cellular telephone and media companies believed to be candidates for sale or restructuring. Sandler estimated that cable stocks make up roughly 50% of the stocks under management, with cellular accounting for 25% and the balance comprising companies viewed as takeover candidates.

Before Harvey Sandler started Sandler Associates, he was at Goldman Sachs for 14 years as a media and special situations analyst. After doing corporate finance work with the firm's merg-

Sandler Associates—Investment performance

Annual net return to limited partners	
1980	+42.7%
1981	-13.9
1982	+25.0
1983	+67.0
1984	+8.8
1985	+55.6
1986	+51.3
1987	+44.3
1988	+36.8

Capital, in millions, at year's end	
1980	$6.1
1981	7.9
1982	9.4
1983	18.3
1984	25.9
1985	51.3
1986	97.8
1987	190.1
1988	238.4

Note: Fiscal years 1980-86 end Sept. 30. FY's 1987 and 1988 end Dec. 31. 1987 figures cover 15 months, 1980 figures cover eight months.

ers and acquisition department in the late 1970's, Sandler says he got "turned on" to M&A work—"looking at values, looking at the buyers and sellers of properties"—and progressively disenchanted with being an analyst: "I loved doing the research, but I did not love what you had to do afterwards, which was write a report or call clients. I like to pick stocks." For six years, Sandler managed money on his own.

Barry Lewis joined Sandler in the beginning of 1986, after working for 20 years at Katz Communications. Although the organization maintains its positions for the long haul, Lewis trades smaller portions of its holdings as he sees fit, such as selling some of a company's stock when "the market gets a little ahead of itself," as he puts it. Lewis, who worked 20 years in various positions at Katz Communications, also works the phone as a broker. In the past two years, he has put together about 14 broadcasting deals. John Kornreich, who joined the organization last summer, worked at the firm of Neuberger & Berman for 14 years, serving variously as an investment analyst, a portfolio manager and general partner.

Sandler is attempting to branch out beyond his successful work in public-market investment into a formalized private-market dealmaking structure under the Sandler banner. In that attempt the firm has brought on Mike Marocco, a former Morgan Stanley vice president, who has joined Sandler as president of Sandler Media Group, which will try to raise between $75 million and $100 million for a limited partnership that would invest in private media deals. Marocco will also be working as an investment banker.

While the partners invest, for the most part, in the public market, their long-term investment strategy is based upon their understanding of valuations in the private market. "The only commonality we have is that we know what things are worth," said Sandler. "The only thing that we do better than anybody else is know the value of businesses. And why? Because we grew up in them, we live them. Whenever there's a deal, we want to know exactly what the price is, and why."

"Right after the crash of 1987, we were not concerned about the prices of the stocks," said Lewis, referring to Sandler's cable holdings. "What we were very concerned about was: Did the value of these systems change? We were very concerned about: Was the money available to do deals? Because if there weren't going to be any deals, then obviously the prices of these systems were going to go down. And if the prices of systems go down, then the prices of the stocks are going to go down," he said. Until people started talking about doing deals again after the crash, "it was very, very scary," he said.

What helps the partners in their valuation, said Kornreich, is the network of people they know in the industries they cover. "We have unusually good contacts with everybody in the business," he said. "And because we manage their money and because we're respected for what we do, we hear everything going on in the business. We're very well plugged in to all the goings-on...And my job is to make sure I stay on top of that kind of thing."

For several years, the group has largely stayed out of broadcasting and other advertising-supported media, including newspapers. Some of the reasons Sandler points to are fragmentation in the market and consolidation among consumer goods manufacturers. He noted, however, "We do own things in that area, but I would say we don't own them for the reason that they're in the broadcast business." LIN Broadcasting, which has operatings in broadcasting and cellular phones, is one of Sandler's largest holdings, but, he said, "We don't own them for broadcasting." (LIN announced that it plans to spin off its group of seven television stations ["In Brief," May 29].)

What might make them more bullish on broadcasting stocks, Lewis said, is runaway inflation. A recession would point them towards purchases of radio stocks, because of radio's traditionally good performance in hard times, Lewis said.

Sandler said he thinks broadcasting could be a good investment in the private market. "I think that *some* of the people who bought the Knight-Ridder stations will do well. I think there are opportunities. But not necessarily in the stock market. I think you've got to own them, get the cash flow up and sell them. And finance them right. I'd rather do a private television deal than buy public stock."

The group's bullishness on cable is not affected by one of the potential threats to the security of the industry: "We've determined that the telco threat is not something we're going to worry about," Sandler said.

In fact, one of Sandler Associates' largest holdings is about 2.8 million shares of A and B stock of Tele-Communications Inc. which Sandler started buying in 1980.

Multimedia stock is another of the group's three largest holdings. Two weeks ago, the group filed an amended 13-D on Multi-

Critiquing the holdings

Harvey Sandler's comments on some of the larger holdings in the Sandler organization's portfolio:

- **Adelphia Communications Corp.**: Adelphia we view as a participant with management in a public leveraged buyout. The company is very highly leveraged. It's got a billion dollars in debt. We now own a very, very big stake.
- **Cablevision Systems Corp.**: Best cable demographics in the business. Fits our profile of where we want to be, which is cable systems and cable programing. There are really only two or three ways you can play programing.
- **Century Communications Corp.**: We're basically betting on [president] Leonard Tow and his ability to grow asset values. We obviously like his move into the cellular business. We were there early—in the IPO [initial public offering]—and maybe he listened to us, I don't know, but now he's a player in cellular.
- **LIN Broadcasting Corp.**: It's a stock I personally have owned for 20 smart years. It's a company we originally invested in because of the financial astuteness of [President] Don Pels, but later it became a cellular player—the premier cellular player in the business.
- **Multimedia**: Multimedia was a Goldman Sachs client. Went public in 1970. I was the analyst at Goldman, so I know the company for 20 years. I'm very, very close to management. We love their mix of business. We love the management and their operating style. We keep thinking that this is the Harvard Business School textbook study of how companies should operate, particularly in the media business, because you really have to run your business for cash flow, and not worry about earnings per share. They've done an incredible job of really maximizing asset values, and not net income—earnings per share—which we don't look at at all.
- **Outlet Communications**: Even though we are not fans of the television business per se, if you wanted to be in it, they probably have the best of all worlds. They have state capitals, growth markets, NBC affiliates, wonderful ratings with an up trend on the news and early fringe. And of course, the shareholder base, who owns the company, [and] what may happen made us continue to buy the stock.
- **TCA Cable TV**: A wonderful little regional cable operator that watches the nickels and dimes. It's got real good margins.
- **Viacom:** I've always loved the mix of assets. I go back 18, 20 years with that company. And today we're making a bet on a wonderful, wonderful management team, a terrific mix of business [and] wonderful synergy between businesses for the first time. What everybody worries about, which is Showtime and television, is not all that important, on a relative basis.

media disclosing a 12% ownership interest (up from 10.7% in March) at a public-market value of more than $120 million. The third is the more than 500,000 shares of LIN, bought at an average cost, Lewis estimated, of $25 per share and trading last week at more than $100.

The partners have gotten more interested in cable programing, although they admit there are few ways to play it in the market. Last fall, said Lewis, they began to buy Viacom aggressively. "We got very turned on to the profit potentials of cable programing networks," he said.

One mistake the group made, said Lewis, was with one cable programing stock, Turner Broadcasting System. "We never really took a major position in Turner," Lewis said. "Turner stock has been one of the great success stories over the past year. The stock's almost doubled this year alone. And we were not there. We missed that one."

One example of Sandler Associates' pick as a restructuring candidate is Gray Communications Systems, a company that operates three television stations and a newspaper. "There's an example of what we thought was...a company that shouldn't be around," Sandler said. "The company is in the middle of doing something. We think we helped that along in our own way." One asks oneself, Sandler said, "What's a company with 500,000 shares outstanding, with four properties, doing being public?"

Thus one sees how the group's ownership of a company is not necessarily a passive one. Sandler admitted that he was one of the people who lobbied LIN to spin off its broadcast operations. Multimedia is another company that the partners have not been shy about giving advice to. "They owned an independent station in Nashville that we never thought they should own," Sandler said. "So we kept bugging them: they should get out of it and put their money in cable, which is something we would have liked them to have done. They chose just to pay off debt, but we found them a buyer. And we did this transaction," he said, pointing to the tombstone advertisement crediting Sandler Capital Management. "That's sort of how it works in a perfect world," he said.

Sandler sees his forthcoming venture for working in the private media market, Sandler Media Group Inc., as an extension of work that he, Lewis and Kornreich have already done. Lewis has brokered media properties before. All three have invested their own money in various private-market media ventures before. And Sandler is quick to relate his investment in the stock market to the investments of firms like Kohlberg Kravis Roberts. "We're doing the same thing that these guys who are taking over companies are doing," Sandler said. "We happen to be buying pieces of them, and we're buying them at wholesale. They're buying them at retail and leveraging them up. That's the difference." Sandler said that he and his associates would be investing their money along with client money in the new venture, and that the investments could include passive investments.

Commenting on how well he has done up to now, Sandler separated his organization's success from the successes of the media business: "Some people say: 'Gee, it's the industry.' Well, sure, the industry is good, but it doesn't compare to our numbers," he said. "And I think that's a function of being in the right place at the right time—a little bit of leverage, having the right kinds of ideas." □

By George Mannes, Geoff Folsie and Anthony Sanders

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At the Movies: syndicated film packages keep pace

Despite competition from VCR's and cable, demand remains strong for packages currently on market

Despite increased cable penetration and the explosion in recent years of VCR usage, the syndication marketplace for movie packages continues to be strong. Although prices paid for top packages appear to be leveling off, movie packages currently in the market are generating strong interest from stations.

Paramount's Portfolio XIII, launched just three weeks ago, has already cleared 16 of the top 25 markets, including New York WPIX[TV]), Los Angeles (KCOP[TV]), Chicago (WLS-TV), Philadelphia (WPVI[TV]), and San Francisco (KBHK-TV). Among the titles included in the package are "Top Gun," "The Untouchables," "Fatal Attraction," "The Golden Child," and "Crocodile Dundee."

In Los Angeles, where movie packages traditionally command the highest prices, sources said KCOP paid approximately $400,000 a title for the 27-title package. That price tag market represents a slight decline from the $425,000 price reportedly commanded by its predecessor, Portfolio XII. (Paramount reportedly had been asking $500,000 per title for its latest collection.) In New York, sources put the price paid by WNYW-TV for the package at around $200,000 per title. In Chicago, WLS-TV is paying "around $135,000 per title," according to a station source.

One complaint heard in regard to that package is the availability dates for some of the titles. For instance, "The Untouchables" may not be available to the stations buying the package until 1997, depending on how quickly the movie completes its network run. "It's probably the biggest downside of the package," said Janeen Bjork, vice president, director of programing, Seltel. "After its theatrical run, multiple airings on cable, videocassette sales, then in 1997, 'The Untouchables' becomes available; by then who cares?" said Steve Bell, senior vice president and general manager, KTLA(TV) Los Angeles.

Steve Goldman, executive vice president, Paramount, said there are two reasons why the delay for some of the titles will not affect their ability to draw audiences in the syndicated run. First, he said, "many of the titles will become available before projected availability dates" because their network run will be completed sooner than the time allotted. Secondly, he said, "good movies replay again and again," citing the recent strong network performance of "Ferris Bueller's Day Off" and "Top Gun."

Bill Frank, president, KCOP, Los Angeles, said that although the availability dates for some of the titles is a concern, "all in all we thought it was worth it because titles like 'Top Gun' and 'Crocodile Dundee' will play again and again."

Portfolio XIII has some formidable competition in the marketplace from movie packages already being sold as well as from forthcoming packages. Columbia's Showcase I, launched in October, "has been selling very well," according to Barry Thurston, president, syndication, Columbia Pictures Television, adding, "The majority of the top 50 markets are cleared. Even with the new feature packages coming out, the market is still very strong for ours." The 22-film package includes "The Karate Kid II," "La Bamba," "Roxanne," and "St. Elmo's Fire."

Thurston expects that Showcase I will be sold to a greater number of stations than any previous Columbia movie package. Thurston said the company has set a goal of 120 clearances for the package.

Even with a number of packages available, Thurston doesn't believe that the market will soften. "There has always been room for a strong movie package to command top dollars, and I suspect that others with strong packages will do well also," he said.

Televenture's Pegasus movie package has been cleared in more than 90% of the country. The 20-film collection includes "Peggy Sue Got Married," "Blind Date," "Agnes of God," and "Nothing In Common." According to William Kunkel, president, domestic distribution, Televentures, the strength of their Pegasus I package will make the launch of Pegasus II much easier. Kunkel expects Pegasus II to be released before the fall. Titles tentatively in the package are "The Principal," "Like Father, Like Son," "Suspect," and the current release "See No Evil, Hear No Evil."

The next big package launched will be Warner's Volume XXVIII. Dick Robert-

Prime time providers

For the third year in a row, Lorimar Television is the leader in supplying prime time programing to the three TV networks. Lorimar has all of its 6.5 hours of programing from last season returning to the network schedule plus an additional two hours. The three new shows making up the additional two hours are *The People Next Door* and *The Hawaiian* on CBS and *Family Matters* on ABC. Columbia, ranked ninth last year with three hours of programing on the networks, jumps to second place this year, doubling its output to six hours of programing for the 1989-90 season.

Producer	*'89-'90*	*'88-'89*	*% change*
Lorimar Television	8.5	6.5	+2.0
Columbia	6.0	3.0	+3.0
Stephen J. Cannell	5.0	4.0	+1.0
Fox Television	4.5	2.5	+2.0
Universal	4.5	5.5	-1.0
Warner Brothers	4.5	3.5	+1.0
Paramount	3.5	4.5	-1.0
CBS News	3.0	3.0	—
MGM/UA	3.0	3.5	-0.5
Viacom	3.0	1.0	+2.0
Disney/Touchtone	2.5	2.0	+0.5
ABC News	2.0	1.0	+1.0
ABC Sports	2.0	2.0	—
Carsey-Werner	2.0	1.5	+0.5
CBS Entertainment	2.0	0.0	+2.0
New World	1.5	1.5	—
STF Productions	1.5	1.5	—
Cosgrove-Meurer Prod.	1.0	1.0	—
GTG Entertainment	1.0	2.0	-1.0
NBC Productions	1.0	0.0	+1.0
Alien Productions	0.5	0.5	—
Barbour/Langley Prod.	0.5	0.0	+0.5
Beyond Int'l Group	0.5	1.0	-0.5
Carson Productions	0.5	0.5	—
Castle Rock Ent.	0.5	0.0	+0.5
MTM	0.5	2.0	-1.5
Our Production Co.	0.5	0.5	—
Quantum Media	0.5	0.0	+0.5
Aaron Spelling Prod.	0.0	1.0	-1.0
ABC Circle Films	0.0	1.0	-1.0
Reeves Entertainment	0.0	1.0	-1.0
Republic Pictures	0.0	1.0	-1.0
Vestron	0.0	0.5	-0.5

Mizlou readies road show for Sports News Network

Service will be 24-hour sports news wheel with constant updates, interviews and highlights; company feels service will have marketing, cross-promotion benefits to operators

HBO and MTV may have made the biggest programing news on the NCTA exhibit floor, but Mizlou Communications was working behind the scenes providing operators with their plans for a CNN-type sports service, the 24-hour Sports News Network.

Mizlou now turns its attention to taking its show on the road to sign affiliates in time for SNN's fall debut. John Steinlauf, SNN executive vice president, who moved from ESPN in January to help develop the service, said operators were "extremely impressed" with the production value of Mizlou's demonstration tape. Steinlauf said they also liked the pacing, and in particular, the cross-promotion benefits of the service.

For instance, Steinlauf said, Mizlou will have maps of the entire nation and logos "where games are being seen in the local area." SNN, he said, will preview upcoming sporting events on regional sports services, national basic and pay services. Mizlou will have reporters at many of the major sports venues to preview an upcoming game each evening.

Operators envision sports fans tuning in to Mizlou to get a preview of the evening's activity, move to the regional sports service to watch a game of local interest, then move back to Mizlou after the game, or between periods, or innings, to get an update on what's going on elsewhere. SNN's basic formats will be features, scores and highlights updated regularly.

The cross-promotion, Steinlauf feels, "solidifies the bond between the sports fan and the cable system." It will also help Mizlou sell its programing to cable systems, which get a new service, and help in promoting the various national and regional sports networks they carry.

Mizlou sees an opportunity in that the sports news shows on other cable programing services are confined to set time periods. ESPN's wrapup show, *Sports Center*, is sometimes preempted, and may face more preemptions next year when 175 Major League Baseball games hit its schedule, Steinlauf believes.

Mizlou also believes SNN will be a hit with the fans. A study conducted by Malarkey-Taylor found that 83% of 500 randomly selected males expressed positive interest in SNN's programing. Mizlou is aiming to grab a portion of the 97 minutes each day the typical cable subscriber devotes to sports news.

Mizlou is entering the fray just as Financial News Network announced it was converting its weekend sports service, Score, to a largely sports new service. FNN business coverage would be carried on weekend mornings, with Score being shown in the other portion. Steinlauf said: "FNN is certainly doing an excellent job in the financial area." But he noted that it has shuffled its sports programing around on weekends. "Our feeling is that the service that does [sports] full time is the service that wins the franchise," he said.

Like other services, Mizlou faces the battle of channel capacity. SNN would appear to be perfect as a wraparound to regional sports services, but part-time carriage is not at the top of Mizlou's list. "We are a 24-hour service," said Steinlauf, and "we'd rather price ourselves as a 24-hour product." Many regional sports networks may move to pay or mini-pays over the next several years, he said, but Mizlou wants to remain on basic. Steinlauf said Mizlou's rate card will be under 10 cents.

One thing Mizlou said operators found appealing was the help SNN might give to lift penetration of pay regional sports services. By staying on basic, Steinlauf said, SNN can serve as a marketing vehicle for pay sports services. The penetrations of many full-pay regional sports services hovers around 10%, and Steinlauf believes SNN can help operators raise that.

At the moment, SNN will carry three minutes of local advertising. SNN has been testing the use of between seven and nine minutes for national avails with focus groups. "We're trying to reduce the clut-

Week 36: NBC 14.1, CBS 10.1, ABC 9.1; CBS wins news, 9.2/21

	Nielsen	Net	Show
1.	27.3/42	N	NBC Tuesday Movie
2.	21.6/35	N	NBC Monday Movie
3.	18.9/34	N	Cheers
4.	18.5/37	N	Cosby Show
5.	17.8/34	N	Different World
6.	16.5/34	N	Golden Girls
7.	16.3/28	N	Dear John
8.	16.2/33	N	Empty Nest
9.	16.1/34	N	Hunter
10.	15.7/29	N	L.A. Law
11.	15.6/31	C	CBS Sunday Movie
12.	15.2/26	N	Matlock
13.	14.5/24	A	Wonder Years
14.	14.3/25	A	Barbara Walters: 50th Anni.
15.	14.0/24	A	Who's the Boss?
16.	13.9/27	A	Growing Pains
17.	13.9/30	C	Murder, She Wrote
18.	13.9/26	N	ALF
19.	13.6/34	C	60 Minutes
20.	13.5/25	A	Head of the Class
21.	13.3/21	C	Designing Women
22.	13.3/21	C	Newhart
23.	13.3/23	N	Hogan Family
24.	12.7/21	C	Murphy Brown
25.	11.9/20	C	Kate and Allie
26.	11.8/24	A	Full House
27.	11.6/20	N	Unsolved Mysteries
28.	11.2/17	A	American City Awards
29.	11.2/22	A	Just the Ten of Us
30.	11.2/22	A	Mr. Belvedere
31.	11.0/24	N	Amen
32.	10.9/21	A	20/20
33.	10.7/24	A	Perfect Strangers
34.	10.5/20	C	Jake and the Fatman
35.	10.4/19	N	Bob Hope 86th Birthday
36.	10.4/21	N	NBC Sunday Movie
37.	10.3/19	C	Smothers Brothers Special
38.	10.2/18	C	Wiseguy
39.	9.9/18	A	MacGyver
40.	9.7/15	C	Miss Universe Pageant
41.	9.6/17	C	Equalizer
42.	9.4/22	N	227
43.	9.0/15	A	ABC Mystery Movie
44.	9.0/16	C	Heartland
45.	8.5/17	N	NBC Friday Movie
46.	8.2/14	C	Garfield Special
47.	8.2/13	C	This is America, C. Brown
48.	8.0/16	C	CBS Friday Movie
49.	8.0/16	C	Jesse Hawkes
50.	7.7/16	C	Beauty and the Beast
51.	7.7/14	C	Live-In
52.	7.7/16	F	Married...With Children
53.	7.6/15	C	48 Hours
54.	7.0/16	F	America's Most Wanted
55.	6.7/14	A	ABC Sunday Movie
56.	6.6/15	A	Mission: Impossible
57.	6.5/14	C	West 57th
58.	6.5/14	N	Family Ties Special
59.	6.4/15	C	Paradise
60.	6.2/13	A	North and South Book II, part 3
61.	6.1/11	A	ABC Family Classic
62.	5.5/12	N	Family Ties
63.	5.0/13	A	Incredible Sunday
64.	5.0/10	F	Cops
65.	4.6/12	F	21 Jump Street
66.	4.5/8	A	ABC News Special: Cold War
67.	4.5/11	N	Magical World of Disney
68.	4.3/9	F	Garry Shandling Show
69.	3.9/9	F	Reporters
70.	3.9/8	F	Tracey Ullman Show
71.	3.4/7	F	Beyond Tomorrow
72.	3.4/7	F	Duet

Syndication Scorecard *

(Week ending May 21)

	Rtg.	Show	Stns.	Covg.
1	13.3	Wheel of Fortune, syn.	229	99
2	11.8	Jeopardy	212	98
3	10.3	Star Trek	233	97
4	9.	Cosby Show	198	97
5	9.	Oprah Winfrey Show	217	99
6	8.2	Wheel of Fortune, wknd	209	93
7	6.9	This Weekend in Baseball	118	88
8	6.6	Current Affair	149	91
9	6.6	Entertainment Tonight	167	93
10	5.9	Good Kid-Bad Times	176	93
11	5.7	Donahue	227	99
12	5.5	Geraldo	202	99
13	5.5	People's Court	187	94
14	5.2	Star Search	151	96
15	5.2	War of the Worlds	221	97

* Nielsen syndicated weekly pocketpiece

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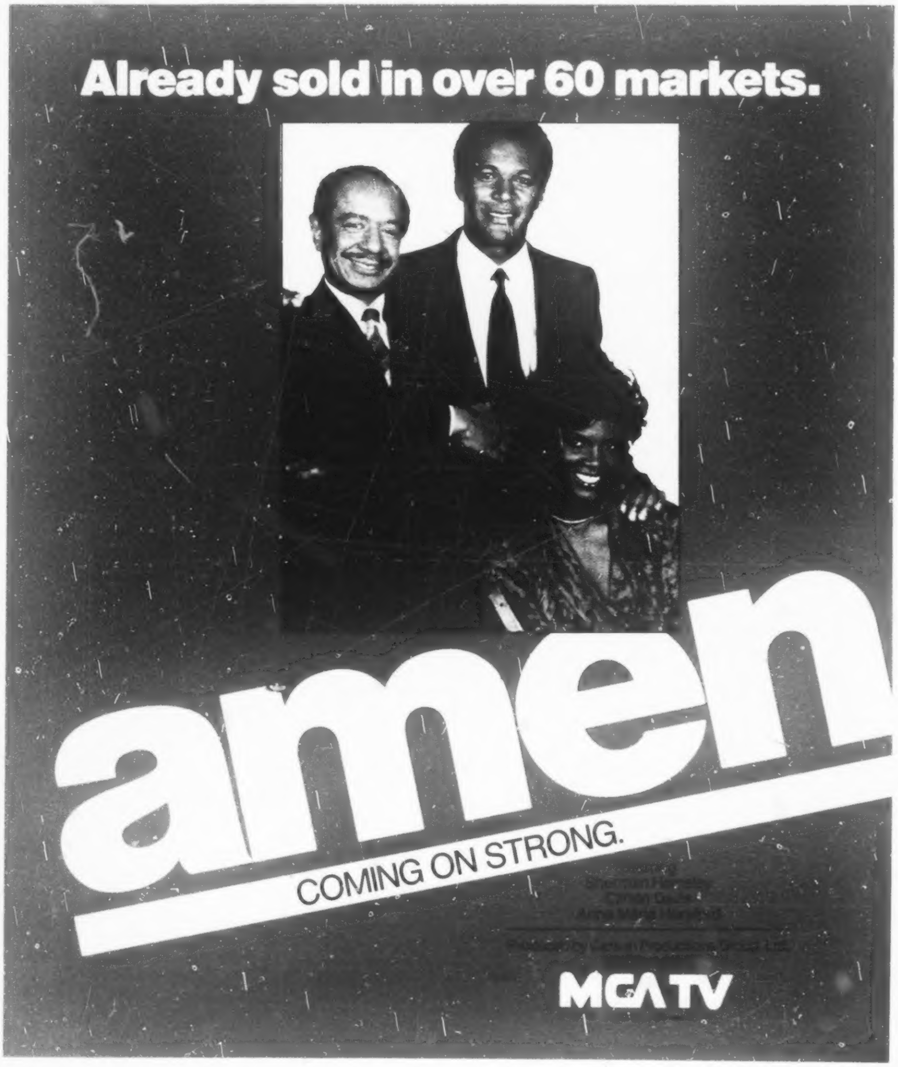
6/20/89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 12



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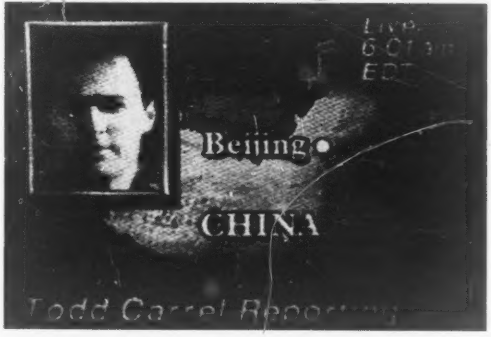
Broadcasting Jun 12

Vol. 116 No. 24

Unwelcome play for Time...

Proposed Time-Warner merger is complicated by Paramount's $10.7 billion all-cash offer for Time, leaving financial community guessing who will make up world's largest media and entertainment company. **PAGE 27.**

China's unfolding drama...



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Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable. FCC has tentative plans to hold en banc hearing on cable-telco issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable crossownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against tentative conclusion, continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market. FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper. Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's ¹**	**TOTAL ***
Commercial AM	4,950	262	5,212
Commercial FM	4,192	709	4,901
Educational FM	1,390	258	1,648
■ Total Radio	10,532	1,229	11,761
FM translators	1,722	360	2,082
Commercial VHF TV	547	25	572
Commercial UHF TV	523	218	741
Educational VHF TV	121	6	127
Educational UHF TV	218	27	245
■ Total TV	1,409	276	1,685
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

Direct Broadcast Satellites

Permittees and applicants to launch Direct Broadcast Satellites believe high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to home satellite market several times current two million C-band consumer base. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Among applicants proposing to launch services as early as 1992 are Hughes Communications, operator of two C-band cable programing satellites; top cable operator Tele-Communications Inc., through subsidiary Tempo Enterprises, and group broadcaster Hubbard Broadcasting.

FCC staff says that once paired orbital assignment proposal is settled, perhaps by mid-1989, assignments in separate DBS orbital arc will be made. Due to spectrum shortage, they say, comparative process may have to be devised.

High-Definition TV

Before going to Geneva Extraordinary meeting of CCIR on world HDTV production, U.S. State Department changed its position following suggestion of Advanced Television Systems Committee. ATSC requested that effort to establish 1,125/60 (SMPTE 240M) system as world standard in 1990 be abandoned, and that decision should be delayed until end of next CCIR study period in 1990. Instead, it called on countries to study "common image" approach for possible interim world agreement in 1990. Although European countries made attempt in Geneva to vote on immediate world adoption of 1,250/50 system, U.S. position was eventually accepted in full.

Announcement is soon expected from Defense Advanced Research Projects Agency (DARPA) on which companies will receive shares of $30 million Defense Department has set aside for research and development of new methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA has narrowed original 82 proposals to 49. Three or four are expected to win contracts.

"Blue ribbon" committee of FCC's advisory committee on advanced television service has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines some of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. Group has pushed back its goal for beginning of testing from Oct. 1 to Jan. 2, 1990.

On Sept. 1, 1988, FCC tentatively decided

Open Mike

Nothing new

EDITOR: It just occurred to me why the National Association of Broadcasters/Radio Advertising Bureau moment of silence didn't impress me. Every night, beginning at 9 p.m., WKQW(AM) broadcasts nine *hours* of silence. The FCC has taken the first steps, but they haven't gone far enough. Maybe we can get the "fulltimers" to give "daytimers" some support by a national "night of silence."—*Stephen M. Olszowka, president/general manager, WKQW(AM) Oil City, Pa.*

Attitude adjustment

EDITOR: I would like to add my voice to Mark Heller and Barry Skidelsky ("Open Mike," May 22) who feel that the Radio Advertising Bureau/National Association of Broadcasters 30 seconds of radio silence in their campaign "Radio: What would life be without it?" was inappropriate and misguided.

I sensed a dark feeling about it when I read Robert E. Lee's letter in the May 1 "Open Mike," which seems to have been a reaction to the initial proposal discussed in the April 17 "Closed Circuit." In his own proposal of *24 hours* of radio silence there is an element of resentment of the American public—or is it a half-century of frustration—when he coldly says: "Perhaps the public would finally appreciate this great 'Gift of God' that they now take for granted."

Are you sure it is not the broadcasters who are taking their listeners for granted? It seems so with that attitude. Just look at Lee's all-too-short list of what the public would be missing if not for this God-given gift: "Imagine, no news or weather, no car radios, no soothing music in the dentist's chair, no defense mechanism, etc., etc." In this day of un-regulation there are all too many radio stations with absolutely no news department. So much for serving the *local* community. Those stations might be serving the dentists with soothing music, but the 18 minutes of commercials are too agitating, so the dentist uses a music service or a tape deck. And speaking of tape decks, I know a lot of people who have car radios only because they couldn't find a car tape deck without a tuner built into it.

And just what did he mean by "defense mechanism?" Did he mean EBS? With the lax attitude at a lot of stations, EBS will be useless. Remember how many stations followed the rules that Saturday morning 20 years ago when somebody at the national headquarters played the wrong tape and sent out the real message instead of the weekly test? Besides, haven't you people heard that in the event of a nuclear attack the electromagnetic spectrum that is used in broadcasting will be useless?

No, it is time for broadcasters to thank their loyal audiences, not ask them to thank you. This change in industry attitude is evident in the anecdote that Mr. Lee used to open his letter, but unfortunately he got the story all wrong. He refers to an era in the 1920's when the broadcasters in many cities—not only Mr. Lee's hometown of Chicago—voluntarily cooperated to stay off the air on a specific evening each week. They did not do it for the self-centered reasons that Mr. Lee suggests: "presumably to accommodate a six-day work week and perhaps to sweep out the studio." This makes no sense because why would it be necessary for *each* station in one city to sweep out their studios on, let's say, Tuesday?

No, back then the broadcasters had the listeners' interests at heart when they instituted "Silent Nights." Because such a high percentage of broadcast listeners in the early 1920's were interested in listening to distant "DX" stations, the local stations sacrificed a night to allow their listeners to hear the stations that would otherwise be blocked by the local signals. Remember, before 1928 most radios were operated by multiple storage batteries with long wire antennas. This was not yet a convenient appliance for the ordinary members of the general public. The broadcasters coveted their hobbyist audience until enough "regular" people joined them and greatly outnumbered them, then poof, there went Silent Nights.

The NAB/RAB was smart to have only 30 seconds of silence instead of the 24 hours Mr. Lee proposed. Thirty seconds might have been just short enough to keep people from pushing the cassette all the way into the slot and switching over to the tape deck. But give them 24 hours...they might find that life might just be fine without radio. Wanna take a chance?—*Michael Biehl, associate professor, radio-TV, Morehead State University, Morehead, Ky.*

Slow, but sure

EDITOR: I thought you might be interested to know that we're finally getting some results from the "Monday Memo" on in-market share of viewing I wrote in BROADCASTING almost exactly five years ago—in the May 14, 1984, edition.

The May Arbitron rating book will have a column for in-market share. Since I wrote the "Monday Memo," I was successful in being elected to the Arbitron Advisory Council and have been working to get the column inserted for the last four years. It's taken some time, but I feel it's worth it.

Thank you for the exposure that was given to this idea by the "Monday Memo." I'm sure it helped.—*David R. Dodds, vice president-general manager, WGAL-TV Lancaster, Pa.*

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 12

Vol 116 No 24

TOP OF THE WEEK

Paramount muddies waters with Time offer

Takeover offer of $10.7 billion and subsequent lawsuits have financial community guessing over eventual outcome

With its uninvited tender offer for Time Inc. last week, Paramount Communications Inc. added a new permutation to the evolution of what would be the world's largest media and entertainment company.

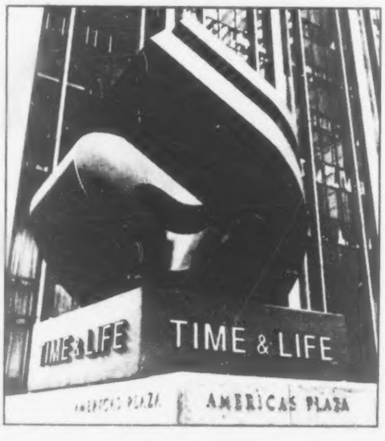
That that behemoth would emerge in some form appeared not to be in doubt, but what shape the new company would take, whether formed from Time and Warner Communications Inc., from Time and Paramount or from some other combination of these companies or others—remained the subject of speculation. As the week ended, all that Wall Streeters seemed sure of was that Time and Warner would now find it difficult to merge via the noncash stock-swap plan announced in early March.

Paramount's $10.7 billion all-cash offer for Time not only signals a threat to the planned creation of Time Warner Inc. but also marks the first implementation of the strategy announced in April by Martin Davis, chairman and chief executive officer of Paramount, then known as Gulf + Western. At the same time he announced that the company he headed since 1983 would change its name. Davis said that Gulf + Western would sell the finance subsidiary that accounted for nearly half its 1988 operating income and henceforth concentrate its resources on building its entertainment and publishing information business.

A merged Paramount and Time would have had combined pro forma revenue of $7.56 billion for 1989. Like the larger Time Warner, a Time-Paramount combination would link one of the top three Hollywood studios with the nation's largest magazine publisher, the dominant pay-cable service in the U.S., Home Box Office, and the nation's second-largest MSO, American Television & Communications. But a combined Time and Paramount, one that would include Paramount's Simon & Schuster, the nation's largest book publisher, would draw a greater portion of its revenue from publishing and a lesser amount from the music business than would Time Warner.

And while Warner's merger with Time would add 1.5 million subscribers to an MSO that is already the second largest in the nation, Paramount's strategy for Time's 82%-held ATC would increase Time's cable holdings through another method. Paramount will attempt to buy up all ATC shares not held by Time, according to Paramount's tender offer.

Above: Paramount Communications Chairman-CEO Davis. Below: his Time Inc. target.



Litigation related to Paramount's $175 per-share offer began Wednesday. Paramount sued Time and Warner in Delaware Chancery Court to get a variety of declarations and injunctions improving the chances of success for its tender offer. Foremost among Paramount's priorities was preventing the pre-merger swap of 9.4% of Warner common stock for 11.1% of Time's outstanding stock—a trade that Paramount called an "illegal lock-up...meant to entrench management and chill any other offer for [Time]."

Paramount also sued to obtain rulings that would prevent a three-year delay of its acquisition of Time. And it sued to block usage of a supermajority provision of Delaware law that Paramount claimed would enable Warner, after a stock swap, to block a Time-Paramount merger even if 80% of Time shareholders tendered their shares.

On Wednesday, Warner sued Citibank seeking $1 billion in damages for its role in financing the merger. Paramount said it had a letter from Citibank committing $1 billion in senior bank financing and saying Citicorp was "highly confident" it could raise the rest of the $14 billion Paramount said it needed to fund the purchase, refinance certain debt and and provide working capital.

On Friday, the judge presiding over Paramount's suit said he hoped to issue a decision later that day regarding Paramount's motions.

Exactly what will happen among Paramount, Time and Warner is unclear. Jessica Reif, a media analyst at CL GlobalPartners, said she mapped out seven reasonable outcomes of this week's events. Some of the possibilities listed by observers included a Time cash purchase of Warner, a Warner purchase of Time, a Time bid for Paramount and a leveraged buyout of Time either alone or in conjunction with Warner. The possibility that another company may make a surprise offer for any of the three companies involved has not been ruled out either.

What financial onlookers could agree on was that Time will have a difficult time turning its back on an apparently negotiable $175 per-share cash offer for Time, near the lower end of the range at which analysts place Time's private market per-share value. (The upper end is around $225.) In contrast, a post-merger Time Warner stock would trade nearer to Reif's range of $105 to $140 per share, analysts expect. Referring to the possibility of the original deal going through, Reif said, "If I was a Time shareholder, I would be screaming like crazy." On Thursday, Andrew Wallach of Drexel Burnham Lambert said: "As of today, it seems probable that some sort of cash offer to Time shareholders would be successful in the end—though I'm not sure who [it would] come from or what price."

Launched into orbit by Paramount's Tuesday-night announcement, Time's stock rose $44 Wednesday to close at $170. Amid speculation that Time would be an acquirer rather than an acquiree, the stock fell to $168 on Thursday, and Paramount, which rose 75 cents Wednesday and $3.625 Thursday, closed Thursday at $58.375. Warner stock rose $1.75 Wednesday and $3 Thursday to close at $56.50. ATC stock climbed $6 over two days to close at $53.75.

How does a Time Paramount compare to a Time Warner? In certain ways, they are similar. In both cases, said Wallach, a deal "will marry one of the dominant studios with HBO, which is by far the dominant cable service." Additionally, each studio's distribution would be enhanced by the addition of ATC's cable holdings, he said. Either studio allying with HBO could create programing especially for the service, he said. Currently, Paramount Pictures has a contract with HBO, valued at $500 million, to supply 85 films to the company starting with its May 1988 releases.

Unlike Warner, Paramount has no cable operations to add to ATC's 4 million subscribers (including its share of Paragon Communications). On the other hand, Paramount would bring cable services to the merger with its ownership of the Madison Square Garden Network and a half-interest in the USA Network, held with MCA. However, analyst Dennis McAlpine of Oppenheimer & Co. said that Paramount's cable services and its lack of cable systems would have a minimal difference on the operating success of Time Paramount compared to that of Time Warner. Yet one cable industry participant said that the addition of Warner's subscribers to ATC could give Time Warner enough subscribers to launch a channel and be a "dominant influence" in determining the pricing of another company's cable service.

Paramount, which has acquired options to buy 79% of the stock of independent group owner TVX Broadcast Group, could face cable system-TV station crossownership problems if it acquired Time. Paramount's expected initial acquisition of TVX stock would be a 49% interest in a holding company controlling 51% of TVX stock. This arrangement would normally define Paramount as having an attributable ownership of the stations, according to an FCC staffer. Because of ATC cable system holdings within the Grade B contours of TVX stations, Paramount would appear to have crossownership problems involving TVX's WTXF(TV) Philadelphia, KTXA(TV) Fort Worth and WLFL(TV) Raleigh, N.C., as well as with KRRT(TV) Kerrville, Tex. (San Antonio), the station TVX is planning to sell.

The TVX options themselves probably do not pose a problem because, the staffer said, incipient rights are generally treated as not attributable.

The alliance of Paramount's $1.2 billion publishing and information business and Time's book and magazine operations would in fact make a merged Time-Paramount a publishing powerhouse. In both companies are educational book operations, and Paramount's Simon & Schuster would probably benefit from ties to Time's Book of the Month Club.

A combined Time Warner in 1988 would have derived 34% of its revenues from film, television and cable programing; 30% from non-music publishing; 22% from music and music publishing, and 14% from cable systems and its broadcasting holdings in Chris-Craft (which Warner has agreed to divest). A combined Time and Paramount would have had roughly 51% of its revenues from publishing and information, 35% from film and video programing, 11% from cable operations and less than 4% from theater, sports and other entertainment operations.

Observers also said they believe the corporate culture of Time Warner would be different from that of a company formed if Paramount acquired Time. Time and Warner have plans for keeping their operations independent within the new company. King World Chief Financial Officer Jeff Epstein said: "In a hostile takeover, they're not going to have any obligation to keep their hands off. They're going to be much more involved.... It's not a question of who the companies are, but how they got there." Comparing Warner and Paramount outside of an acquisition process, McAlpine came to a similar conclusion: "Paramount is regarded as more hands-on. Warner is more laissez-faire—as long as you meet your budget, you're fine."

Under terms of the Hart-Scott-Rodino antitrust act, Paramount will have to wait at least until June 23 before acquiring Time to allow the Justice Department and the FTC to examine its offer for possible antitrust violations. "Ultimately, both mergers, if there were not asset sales, would create a very large, integrated U.S.-based media company," Wallach said. "It's very hard for a legislative or regulatory standpoint to differentiate them greatly." —GM

Where their money comes from

	1988 revenue (millions)
Paramount	
Motion Pictures & TV	$1,571.2
Publishing/Information	1,193.7
Theater, Sports, Other	291.0
TOTAL	**$3,055.9**
Time	
Magazines	$1,752.0
Programing	1,052.0
Books	891.0
Cable	812.0
TOTAL	**$4,507.0**
Warner	
Filmed Entertainment	$2,095.7
Music Recording & Pub.	2,040.0
Cable & Broadcasting	456.4
Publishing & Distribution	138.7
TOTAL	**$4,730.8**

Note: Excludes numbers for Paramount's finance subsidiary, which it is selling. Warner numbers include Lorimar Telepictures, acquired in January 1989.

McCaw wants LIN for $6.5 billion

Company is primarily interested in cellular properties but might hold onto TV stations to avoid tax bite

In the $120-per-share offer for LIN Broadcasting made last week, television played only a supporting role. The $6.5 billion, all-cash tender was made by McCaw Cellular Communications, whose only current business is cellular telephones and which is interested in LIN's major-market cellular franchises. Still, some observers suggested that at least for the near term any successful acquirer might keep LIN's seven-affiliate station group for financial rather than operational purposes.

A McCaw executive flew to Paris last week to deliver the bid to LIN's chairman and president, Donald Pels, who was at the French Open tennis tournament. LIN now has at least 10 business days to issue a formal response to the offer. McCaw has indicated its offer is good until July 6, and is contingent on, among other things, obtaining FCC approval for the transfer of cellular and TV licenses. McCaw said it might complete the offer while such licenses were placed in a blind trust.

If McCaw is successful, one report suggested that the Kirkland, Wash.-based operator would keep the TV stations. One reason it might make financial sense to do so is the hefty tax payments that would be incurred by spinning off the stations. According to Michael Plout, LIN vice president, corporate development, and treasurer, an estimate that the stations have a tax basis of $150 million is "reasonable." With estimates of their value running at roughly $1 billion, the $850 million gain at a 34% tax rate implies a tax bill of almost $300 million, for a real net gain of $550 million. With both station multiples and interest rates falling, one investment banker suggested McCaw might be better off releveraging the stations: "It could finance these out at nine-and-a-half times or a little higher with a corporate guarantee." Analysts such as Ken Leon of Bear, Stearns & Co. doubted that McCaw would have trouble obtaining financing, although some expressed surprise at the record-breaking cellular values implied by the bid.

Whether McCaw is successful or not, the

exclusive basis.

Services aside, several industry players recommended that stations improve their morning shows by encouraging greater involvement by program directors. Developing new morning talent requires a certain investment by program directors, said Cook, "and not enough program directors are making that investment." ☐

Following the formats

BROADCASTING database of radio formats finds greatest increase among religious outlets; country and adult contemporary still top two

A mid-year update of BROADCASTING's February survey of U.S. radio formats (BROADCASTING, Feb. 27), shows religious/gospel programing netting the biggest increase in stations. Adding 117 stations to the previously reported 1,054 stations, religious/gospel programing now boasts 1,171 stations, and ranks third overall in the U.S., after country and western, with 2,475 stations, and adult contemporary, with 2,350.

The increase in religious programing was almost evenly split between AM and FM stations (see chart below), with 60 AM's and 57 FM's adding the format.

BROADCASTING defines a radio format as 20-plus hours of programing per week, with fewer hours per week categorized as special programing. A station is allowed to report up to three separate formats. If a station reports more than three formats, it is classified as variety/diversified. All format information was culled from the BROADCASTING YEARBOOK's exclusive radio database.

Close on the heels of religious/gospel, oldies/classic rock posted a 10.5% increase in stations using that format over the previously reported 695. The 73 additional stations were gained mostly on the AM band with 47 of the stations showing up there, while 26 FM's were added.

Country and western attracted a total of 54 additional stations. On a percentage basis, the increase was 2.2%. As the chart below shows, BROADCASTING's tally has C&W losing three AM stations from its total, but adding 57 FM's.

Another example of a format's band shift from AM to FM is adult contemporary, which posted a net gain of 25 stations, but lost 21 AM's and gained 46 FM's. AC's net total still keeps it a very close second to C&W, coming in 125 stations behind the leader, at 2,350 outlets. (However, that 125-station spread has widened slightly from the last report, when the difference was only 96 stations. And at that time, according to the 1988 YEARBOOK chart, the spread was 106 stations.) C&W's net gain of 54 came with a loss of three AM's and a gain of 57 FM's.

Talk radio pulled in an increase of 25 stations, posting 17 new AM's and eight new FM's, giving that format a 6.4% increase. The news format, which often serves as the second format for stations programing talk, also reported a gain in stations. In this case, the increase was evenly split at 11 stations per band.

On the downside, middle-of-the-road programing lost a total of 74 stations, 47 AM's and 27 FM's. This brings the format's total to 655, a loss of 10.2%. Variety/diversified, the next biggest loser, gave up 20 stations, 10 per band, or 3.3%. Agricultural programing dropped 13 stations from its roster, putting its total at 144. Here the loss was primarily in AM stations, 10, while only three FM stations gave up the format.

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The ups and downs of radio formats

	Total Stations			AM's			FM's			Commercial			Noncommercial		
Format	*Feb 89*	*June 89*	*% ch*	*Feb 89*	*June 89*	*% ch*	*Feb 89*	*June 89*	*% ch*	*Feb 89*	*June 89*	*% ch*	*Feb 89*	*June 89*	*% ch*
Country	2421	2475	+2.2	1483	1480	-0.2	938	995	+6.1	2410	2464	+2.2	11	11	—
Adult contemp.	2325	2350	+1.1	1043	1022	-2.0	1282	1328	+3.6	2279	2304	+1.1	46	46	—
Religious/Gospel	1054	1171	+11.1	643	703	+9.3	411	468	+13.9	809	880	+8.8	245	291	+18.8
CHR/Top-40	984	978	-0.6	188	178	-5.3	796	800	+0.5	891	891	—	93	87	-6.5
MOR	729	655	-10.2	560	513	-8.4	169	142	-16.0	706	634	-10.2	23	21	-8.7
Oldies/Classic rock	695	768	+10.5	473	520	+9.9	222	248	+11.7	683	756	+10.7	12	12	—
Diversified	614	594	-3.3	153	143	-6.5	461	451	-2.2	192	179	-6.8	422	415	-1.7
AOR	486	492	+1.2	56	59	+5.4	430	433	+0.7	333	341	+2.4	153	151	-1.3
Talk	408	433	+6.1	352	369	+4.8	56	64	+14.3	360	375	+4.2	48	59	+22.9
Beautiful music	403	401	-0.5	91	92	+1.1	312	309	-1.0	372	374	+0.5	31	28	-9.7
News	384	406	+5.7	278	289	+4.0	106	117	+10.4	278	292	+5.0	106	114	+7.6
Classical	355	370	+4.2	21	23	+9.5	334	347	+3.9	59	59	—	296	311	+5.1
Jazz	296	302	+2.0	27	32	+18.5	269	270	+0.4	66	69	+4.6	230	233	+1.3
Big band/Nostalgia	259	257	-0.8	216	213	-1.4	43	44	+2.3	248	247	-0.4	11	10	-9.1
Educational	259	254	-1.9	13	15	+15.4	246	239	-2.9	7	8	+14.3	252	246	-2.4
Spanish	237	240	+1.3	176	180	+2.3	61	60	-1.6	220	223	+1.4	17	17	—
Urban contemp.	193	211	+9.3	86	92	+7.0	107	119	+11.2	176	193	+9.7	17	19	+11.8
Black	186	174	-6.5	126	118	-6.4	60	56	-6.7	163	151	-7.4	23	23	—
Agricultural	157	144	-8.3	115	105	-8.7	42	39	-7.1	154	142	-7.8	3	2	-33.3
Progressive	127	141	+11.0	4	4	—	123	137	+11.4	14	18	+28.6	113	123	+8.9

Stations declaring a black programing format dropped off by eight on the AM band and four FM's. Urban contemporary, however, posted a gain of 18 stations, six AM's and 12 FM's.

Spanish radio, according to BROADCASTING's tally, lost one FM station, but picked up four AM's, for a net gain of three stations, or 1.3%. ☐

COUNTRY

Hopes are riding high in the country music format with the emergence of some top new country artists. It is definitely not the kind of country music that appeared on the scene in the 1950's and '60's at Nashville's Grand Ole Opry. The slower, twanging sounds of the fiddles and banjos that predominated earlier music are being replaced by mainstream synthesized sounds. This may have given some country station programers headaches, but to others it has ushered in a new era for alternative country formats.

"Country music has become more current over the past year," said Ed Shane, chief operating officer of Houston-based Shane Media. "The new sound of country with the likes of George Strait, Randy Travis and Reba McEntire has become the vanguard as opposed to the old days of country with the music of Loretta Lynn and Ernest Tubb. There really is a resurgence in interest in the things happening today in country music."

But Jimmy Vineyard, operations manager for classic country-formatted WVOK(AM) Birmingham, Ala., says "new country" is actually "a mixture of classic and contemporary country music." Vineyard describes Travis's and McEntire's music as falling into classic country. "There are really three types of country music formats today—classic, contemporary and modern," he explained. "Shenandoah and Restless Heart have a more polished, modern sound. Restless Heart and Randy Milsap could probably fall into the crossover category to contemporary."

Whatever label programers and consultants want to put on the differing categories of country music, the chief secret to country music's success has remained the 30-plus age group.

"We usually urge our stations to go for the 30-50 age group," said Shane, who represents independent stations and groups. "Age 30 seems to be a breaking point. Through their teens and 20's, a lot of males listen to rock-oriented stations, and at some point in their late 20's start drawing away from the hard rock sound. So, there is an easy transition from rock to 'new' country. The good radio programers know how to recognize it and take advantage of it."

"Mostly, our audience is the 35-plus crowd," Vineyard said. "Instead of going one way, we are mixing the classic and modern music. We use an automated system that separates the artists and styles of sound into stacks that the computer uses for the most effective programing during different dayparts. We try to cover all the bases, but I don't ever really think we'll be able to attract the 18-34 age group."

The biggest challenge that may face country music programers is trying to attract the rock-oriented youth crowd. Shane cited the efforts of WXTU(FM) Philadelphia of not just attracting younger listeners, but also being able to compete in "a traditionally non-country market" with a reasonable amount of success.

WXTU's program director, Bobby Young, sees an overall change "in the graying of America," and feels that the older median age of the population has "stunted the growth" of the youth share in country music. "In Philadelphia, we have four AC's, two oldies and a classic rock station that are close to country," he said. "Program directors are trying to make country formats as contemporary as possible—pleasing to the core listeners, but not crossover adult contemporary music, like John Denver, Anne Murray or the Eagles."

In Vineyard's case, he sees WVOK(AM) losing the youth share to radio stations on the FM band. "Plain and simple, the younger demographics go to the FM side of the dial," he said. "Currently, we're installing equipment to go AM stereo. Until there is a strong AM stereo market, I don't see a big difference for us in the 18-34 market."

ADULT CONTEMPORARY/SOFT AC

An area of concern seems to have emerged from consultants and programers about adult contemporary losing some of the artists and sounds that helped distinguish the format in the 1980's. It has caused some fragmentation in the format, but at the same time, may have created opportunities for other AC stations to carve a new niche.

"Over the last few years, we have seen a significant change in the 'core' artists for AC stations," said E. Alvin Davis, president of the Cincinnati-based consulting firm E. Alvin Davis & Associates. "With the exception of older demo stations, we're talking about Neil Diamond, Anne Murray, Kenny Rogers and Barry Manilow—the 'core' artists who used to lock up ratings over five years ago. A problem that a lot of people cite today is that there are no 'core' artists that are exclusively AC acts. The majority of songs played on AC stations are also played on Top 40 stations. Today there are fewer records that are exclusively played on AC," according to Davis.

While adult contemporary stations have been vying for new audiences and trying to find new sounds, fragmentation of the format appears to be the common consequence of these problems.

"I would agree that there seem to be three different types of adult contemporary radio emerging," said Larry Berger, program director for San Francisco's KIOI(FM). "New wave, oldie contemporary and instrumental contemporary seem to be the distinct formats. We're trying to stay away from being what I would describe as 'turntable heads'—guys at other stations who only play the most popular Top 40 playlists. We have coined the phrase 'Pop 40' at our station, playing the top pop hits, while staying away from the heavy metal and rap music."

"We are seeing a continuation in the fragmentation of the format—the personality-driven stations, the stations that are more background-oriented, oldies-based AC's, current-based AC's, male AC's—there are so many variations," said Tommy Hadges, who is president of Pollack Media Group in Los Angeles. "This sort of fragmentation will continue. I think the pure AC's, the ones that are trying to maintain a 'softer' music mix, the ones who are not trying to be Top 40, will be the ones that maintain a better mass appeal."

However, Davis sees a possible crossover of Top 40 artists to AC, and is closely eyeing the emergence of new types of adult contemporary programing.

"There are Top 40 artists that can grow into the AC 'core'—artists like Madonna and Chicago," Davis explained. "Artists like Anita Baker and Lionel Richie already have a strong crossover appeal among blacks and whites. One of the great trends in AC is black adult contemporary music. WVAZ-FM in Chicago and a station in Miami [WHQT(FM)] are leading the way. Taking the urban artists and eliminating the rap, the hard and the coarse sounds, seems to be the trend in this format."

Whatever the ethnic audience, Hadges and Davis concur on the type of demographics that AC needs to appeal to stations and advertisers. "The most important target sell is the 25-54 age group," Davis said. "AC delivers the absolute prime demos—there is not much waste in terms of old or young. Typically, advertisers love these stations. Generally, I have seen great acceptance from media buyers before they even see the station's ratings."

RELIGIOUS

As other formats seek to keep up with changing audience tastes, major religious radio programers continue to count on distinction through remaining the same. At noncommercial Family Radio Network, which essentially provides programs only to its 30-some owned-and-operated stations, that has meant "the continuity of teaching," according to Program Director Craig Hulsebof. Describing the network as "hyperconservative," he noted that on the commercial side, Christian broadcasters may be more subject to forces that say "if it pays, it plays."

If some commercial Christian stations have "become more and more contemporary" in their music playlists or sell half-hour blocks to various evangelists, Family Broadcasting, he said, "has remained extremely conservative," programing three-hour blocks of consistently Bible-based programing while steering clear of affiliations with any single church or personality.

"In much the same way as [cable television's] CBN Family Channel," said Moody Broadcasting Network representative Bob Butz, religious radio programers rely on more than over-the-air sermons. The eight-year-old network's programs are "religious in nature, in the sense of covering issues of interest to religious people. For the most part," he said, "our lineup has not changed in the past year. We have a mix of music, talk and [hourly] news, as well as preaching programs produced by us."

However, although Moody "doesn't make radical changes," said Butz, and although the music is somewhat predictably MOR—"we don't get too contemporary"—the Moody lineup, he noted, is deep. Out to "explore all aspects of life," the offerings include *Open Line*, a one-hour weeknight call-in show; *Minirth-Meier Clinic*, a one-hour weekday talk show addressing health issues, and *Saturday Night Alive*, a weekly two-hour program aimed at teenagers and featuring drama and music.

In addition to targeting young and old audiences, Moody's demographic strategy also goes after inner city nonwhites with *Urban Alternative*, featuring a black minister from Dallas.

CONTEMPORARY HIT RADIO

When one thinks of the contemporary hit radio format, it is natural to assume that the format skews to the upscale audience. That's what worries radio consultant Bob Elliot. As chief operating officer of Atlanta-based Joint Communications International, Elliot feels that CHR can do better than it has with college-age women and minorities.

"Some radio stations get a little greedy in their marketing of the upscale audience," Elliot said. "While most stations usually do well with the 25-54 age group, only some draw the 18-24 age group. You have to be cognizant that the real target appeal is women, ages 18-24. Any station that really wants to be ultra-successful will also have to appeal to younger women."

Casey Keating, program director of KPLZ(FM) Seattle, says the 18-24 group has been a smaller player at the station. "For us, it sometimes seems easier to attract 18- to 34-year-old males." Keating replied. "Some of the stations have a softer sound and attract more females. We're just trying to attract everyone. Any good CHR station also works for a strong teen base. I still have to say our bread and butter comes from the 18-34 age group."

Another programing director, Drew Bentley of Omaha's KQKQ(FM), has found success with the female audience. "Our station leans slightly more to the female side of the audience," he said. "We sometimes use a softer sound. But overall, the most successful market for me is the 18-34 male and female age groups. Top 40 and CHR formats are as strong as ever."

Talking about advertising revenues at the stations he represents, Elliot said CHR is actually one of the most broad-based formats for advertisers. Elliot suggested CHR suffered from the early misconception in the 1970's that it appealed only to 15- to 18-year-old listeners, and the format now attracts "the best cross-cume" with a variety of age groups that "listen from one time to another each day."

Elliot sees a real challenge in the future for CHR among the minority listeners. He said: "What we're seeing now with an increase of the ethnic proportions, particularly Hispanic and black listeners in urban areas, is dance music that should be targeted in various programing dayparts. This is a difficult format to automate, especially in urban areas like Miami, Los Angeles and New York. The music has to be specifically tailored and targeted to meet the ethnic mix in each city."

MIDDLE OF THE ROAD

A snapshot of MOR stations reveals that the format could also be labeled the Middle of the Road Not Taken. While one station still flies the flag proudly, finding its identity in the pop artists of the last four decades, and another is preparing to go on the air with an MOR format, others appear to want to distance themselves from strict classification, emphasizing the addition of other programing elements—news/information and jazz for instance—that distinguish their sound and, they believe, differentiate it from traditional MOR.

Says Walter Sabo of W.R. Sabo Inc., New York-based marketing and programing consultants: "MOR is traditionally an AM format. There aren't many MOR's left." It is "considered an old format, not many people will admit to having it. They would rather call themselves Adult Contemporary," said Sabo, adding that a typical MOR has "a big morning name and carries baseball games."

But MOR is alive and well at KMPC(AM) Los Angeles. According to Chuck Southcott, programing director of the station, KMPC has all of those elements—sports coverage, radio personalities and music. But it is the musical performers who helps distinguish the format. MOR, as described for KMPC by Southcott, means "adult standards," songs from the late 1950's to today, he said, with an emphasis on Frank Sinatra, Tony Bennett, Barbra Streisand, Johnny Mathis, The Carpenters and Nat King Cole. "The music has legs, it goes back a while," said Southcott, adding that the "essence" of the station's music list is "familiar songs by familiar artists," but not necessarily "charted hit singles."

While the station is targeted to age 35-plus, the "age settles pretty well in 45-plus," said Southcott, adding that, at the same time, "younger people are discovering us." A recent dance sponsored by the station was attended by some people in their 20's, he said, with most between 30 and 60.

One broadcaster who is betting on MOR is John McAulay,

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general manager, KOZR(AM) Apple Valley, Calif. MOR "is not a dead format by any means," said McAulay. "I don't think it is being used as extensively as it could be," he said. According to McAulay, whose MOR station is expected to go on the air in September, "the format is more flexible than some other formats, allowing stations to include block programing or other feature programing without alienating the audience." McAulay's target audience is the 35-year-old and older crowd in Apple Valley, where 29% of the population is retired, he said.

WJR(AM) Detroit also falls under the MOR classification. However, air personality Hal Youngblood said that the station is "skewing" to more information and news/talk. He said that the format has "evolved." With regard to the average listener's perception of WJR, he said: "We have not changed." The station is also active in sports, broadcasting professional baseball and hockey, as well as college sports.

WRTN(FM) New Rochelle, N.Y., also mixes the classic MOR standard selections of familiar hit recordings with jazz, swing and "society music." Jamie Sherwood, vice president of WRTN, said the station tries to "do our own thing" and that pre-determined formats do not always apply to its programing. The station uses no syndicated formats and often broadcasts live from country clubs where big bands are performing. WRTN also programs Yale and Army football games, tennis matchesfrom Forest Hills, and golf tournaments.

Michael Neff, program director, WMAL(AM) Washington, doesn't believe the label MOR fits any longer. A "more descriptive" title, he said, would be full-service adult contemporary. He likens the change in focus—and terminology—which he said has taken place over the past 10-15 years, to the evolution of Top 40 to Contemporary Hit Radio. Due to increasing and intense competition, Neff said, stations have been forced to define their formats much better. WMAL's music mix, he said, is more like that of an adult contemporary FM, but he emphasized that the station is not music-intensive. It is, rather, a mix of music and the "bread and butter" of personalities, talk, news and information, sports and community service. "We do so much more than the traditional handle," he said, "We no longer walk the middle of the road."

Alfred Campagnone, president of WNRK(AM) Newark, Del., has lightened his MOR format and says that it's more of an easy listening type station, with more variety. He said that the station stays clear of music that is "offensive." Campagnone said that one reason for the switch was that MOR stations tend all to sound the same and that WNRK wants "to be a little bit different." Campagnone is going after the age 35-plus demographics with more public affairs and sports programing, including broadcasts of the local high school team games, Baltimore Orioles baseball and Washington Redskins football. Most of WNRK's advertising comes from local businesses, said Campagnone.

OLDIES/CLASSIC ROCK

Up until last year people were saying that the classic rock format "would burn out someday," said Ken Stevens, general manager of Infinity Broadcasting's WYSP(FM) Philadephia and WJFK(FM) Manassas, Va. (Washington); "They're not saying that anymore."

According to Mark Chernoff, program director of WXRK(FM) New York, "Music in the last 20 years has been pretty similar, the instruments are the same [drums, bass and guitar] which is why this format has held up. A lot of technology hasn't changed, it's been improved, but it hasn't changed. Whereas, from 1948 to 1968 there were big changes.

"The most important thing that has happened in classic rock this year has been the emergence of classic artists with new material," said Stevens. Many classic artists have released new albums and "stuck with their old sound, but have made it sound better" for the 1990's, he added, giving classic rock stations new music to add variety to their programing. Stevens and Chernoff both agree that because many large acts from the 1960's and 1970's are starting national tours, that has also helped revive interest in classic rock.

Classic rock stations are beginning to focus more on what is played between the records. Stations are now paying more attention to production and keeping themselves fresh by being more creative.

Personalities now play a much larger part. Classic rock stations need more than just music in the morning. Stations need someone who can add something to the format, "not just be a jukebox or background AOR personalities," said Stevens.

Classic rock is considered a mainstream format and, according to Stevens, is "the male adult contemporary format of the 1980's." Listeners are in the 25-54 age group. "Everybody advertises on this format," said Chernoff. This year there have been more financial services and airlines advertising than ever before.

The one essential difference between oldies and classic rock is that the oldies format uses no current hits. The great thing about the oldies format is "that you don't have to be worried about the music being right, this is proven music," said Diane Sutter, general manager of WWSW-AM-FM Pittsburgh. John Gehron, vice president and general manager of WODS(FM) Boston, said "more people are taking a shot at the format and doing well."

Like classic rock, oldies stations have realized the importance of having personality-oriented programing and good production. "The way to keep your station fresh is by making sure production elements are strong," said Sutter.

The new aspect of oldies is promotion. "Rather than relying on the nostalgia approach we have to keep up with what's happening today," said Sutter. "The key is to come up with ideas and promotions special to the market. Every town is different. You have to find these differences and capitalize on them," said Gehron.

The oldies format targets the 25-54 age group and pulls in a good mix of men and women. Advertisers like the Oldies format because they know what the station plays, or as Sutter said: "People know exactly what you are and what they'll get. This allows you to completely differentiate yourself from your competitor."

ALBUM-ORIENTED ROCK

The album-oriented rock (AOR) format is now in the midst of a transformation. "Originally [AOR] represented a station that played lots of album cuts instead of just one song off an album," said Lee Abrams, of the Satellite Music Network. Today, traditional AOR, which plays about 50% old music and 50% new, has become rare, he said, adding that it has fragmented into subformats, which tend to overlap with CHR and oldies/classic rock programing.

"It's funny. In the early days a lot of people called [AOR listeners] 'earth dogs,'" Abrams said. But the AOR audience has grown up. What was traditionally an 18-34 format is now considered to range from 25-45, according to John Parikhal, chief executive officer of Joint Communications, a music consultancy with offices in Toronto and Atlanta. Music on many AOR's has been adjusting to satisfy that group, playing 1960's and 1970's rock music almost exclusively. The new music that does play on those stations is generally the latest from veteran rockers, such as Steve Winwood and Elton John.

As the AOR audience has aged, it has also become more affluent and more mainstream. "For the most part, the research on the audience shows that even those in their teens and early 20's seem to have more disposable income today than in years past," said Greg Gillespie, who specializes in AOR for the consultancy of Burkhart/Douglas & Associates, Atlanta.

"AOR is generally becoming the new MOR," Abrams said. "Fifteen years ago, an airline or a bank would never advertise on hippie radio AOR. Now it's across the board."

As AOR grew up, the 15-24 audience gradually stopped listening to the radio. "What moved into the vacuum was [cable's] MTV. Now radio is saying 'We've got to take something back from MTV,'" Parikhal said. The result has been the development of what Gillespie calls "Male CHR," a format directed toward 15- to 28-year-olds "who have been disenfranchised by typical AOR, which has become too classic or typical Top 40 which has become too urban or dancey sounding."

One example of such a format would be Satellite Music Network's "Z-Rock," which Abrams called rock "with the harder edge."

NEWS/TALK

News/talk radio is alive and well, according to practitioners of the format. Current topics of concern among these radio executives include the likely emergence of news/talk as a popular format on FM, shifting demographics, ratings vs. audience base and controversy over the proper use of the airwaves.

The news/talk format continues to evolve, said Jack Swanson, operations director, KGO(AM) San Francisco, and in the last 5-10 years he has seen news become a more dominant part of the mix. "News comes first in the slogan, is first in the important dayparts and it's the base from which the talk builds," said Swanson.

Talk hosts discuss their craft on *Geraldo*: L-R: John McCulloch of WXYT(AM) Detroit; Larry King of Mutual Broadcasting System; Tom Leykis of KFI(AM) Los Angeles; Geraldo Rivera; Mike Siegel of KING-AM Seattle; Miguel Perez of WJIT(AM) New York, and Jerry Williams of WRKO(AM) Boston

KGO adopted the news/talk format 25 years ago, Swanson said, and the station has been number one in the market for the past 10 years, as well as "number one 25-54, number one 25-49, number one 18-49 morning drive and overall number three 18-49."

Its audience is pretty evenly balanced between men and women, said Swanson, with talk more female-oriented and news more heavily tuned to by men. "We really have three audiences," Swanson explained, "which is another advantage of the news/talk format. We get news listeners, talk listeners and a group that looks at us as a personality/information radio station that they like."

Advertisers may pay a bit more for news/talk time than for music station spots, but they continue to be very supportive of the format, Swanson said. "News/talk is foreground," Swanson said, "music is background. When you're listening to us, you're really listening."

"We're bullish on the format, because of the general trend in society towards a need to consume product in a more immediate fashion," said Michael Douglass, vice president and general manager of WTOP(AM)-WASH(FM) Washington. We live in an "instant gratification" culture, Douglass said, and listeners no longer have the time or inclination to get their news and information only each half hour.

Elements keeping news/talk healthy, Douglass said, include the increasing concentration of disposable income in the hands of men and women between the ages of 35-64, "the primary demographic skew of a station such as ours [news/talk WTOP]," and the increasing numbers of women in the workforce "who have the same needs we used to ascribe solely to working men."

There will always be a discrepancy between the ratings numbers for news/talk stations and the actual audience size, Douglass said. "Given the way ratings are conducted by Arbitron, and the way radio is purchased, basically on the basis of quarter-hour ratings, all news stations are disadvantaged." At the same time, media people recognize that more and more people are tuning in, said Douglass, and the reason for lower shares is the fact that they listen for shorter periods of time.

"We are still growing in popularity each year with the advertising community," Douglass said, "because they recognize us as a medium where they can reach the ultimate decision-makers and have an effective impact."

Virtually all agree that, as the radio listeners continue to shift towards FM, news/talk will make appropriate inroads. "Every year, another 1%-2% of the radio audience moves into FM," according to Rick Sklar, a New York-based consultant, "and the number has moved beyond the three-quarter mark." FM operators will take to news/talk as a way to differentiate themselves from the proliferation of music stations, Sklar said, and format demographics will expand.

Sklar

"Without question we are going to see a large number of significant major market radio stations going to information programing of all types," said Swanson. "In the next five years we will see that as the new FM format."

"I think news/talk will eventually happen as FM operators look for where to go," Douglass said, "but I think in markets where all-news stations are well-established it's not going to be so easy as when music was put on FM."

Raymond

WWDB-FM Philadelphia is currently the only major market FM news/talk station, and "we've done it so well for so long that I think people are finally saying we're not a fluke," said Diane Raymond, operations programing manager. The station moved from jazz to talk approximately 14 years ago, and has "been out there all alone," Swanson said. "We point to them and say: 'This can happen, you can do this.' "

As FM's influence becomes more pervasive, AM operators are forced to "find niche opportunities and fill them," according to Brad Saul, president, Public Interest Affiliates Inc., an independent talk-radio syndicator. Today (June 12) PIA is debuting "Great America Radio," the first full-service radio station to operate in a theme park (Six Flags Great America in Gurnee, Illinois).

The station, WNVR(AM), broadcasting daily within the park from 9 a.m.-sunset, will have 60% music to 40% news/information, said Saul. It will be advertiser-supported, with charter companies including Coors, Chevrolet, Wendy's, Just Pants, Frito-Lay and American Airlines. "The implications are astronomical," Saul said. "What you're doing is really narrowcasting, and getting away from traditional problems AM radio has, such as signal delivery, signal penetration, and delivering a broad quarter-hour audience."

Controversy over the "proper" usage of the news/talk airwaves was generated in the past year following the efforts of such talk hosts as Tom Leykis of Los Angeles' KFI(AM), who bulldozed Cat Stevens records to protest the former singer's support of the Ayatollah, and Mike Siegel of Seattle's KING(AM), who asked listeners to send tea bags in protest of the proposed congressional pay raise. He received 75,000 of them.

The talk world is divided over the validity of such actions. Many think they represent effective methods for activism, while others, such as Mutual's Larry King and Raymond, refer to them as "gimmicks." Talk hosts are currently newsworthy themselves, as evidenced by Geraldo Rivera's show last week on "Grass Roots Democracy or Just Hot Air," featuring Leykis, Siegel, King and others.

Controversial or not, news/talk is "the healthiest format there is," according to Raymond. "We have an intelligent audience, and can and do effect change and responsible community awareness. This format is the voice of the people."

EASY LISTENING

"It would have been too 'hip' even six months ago," said easy listening-formatted WJIB(FM) Boston's Promotion Manager Lou Bortone of his station's decision to co-sponsor a concert this month featuring light jazz guitarist Larry Carlton—a decision he described as indicative of a multifaceted campaign to "reinvent" the easy listening format. "WJIB, along with a handful of other progressive stations in the format, is creating a viable, self-supporting new format that will flourish into the 90's," said Bortone.

Not an isolated experiment, changes in the format sometimes identified with elevators and dentists' offices, have been driving activities at Group W Radio FM stations since last December. That group last month renamed the format Adult Spectrum Radio (ASR) at five of its stations (BROADCASTING, May 15).

"All the easy listening stations are coming to the conclusion that string-driven music is yesterday's music," said Group W Radio's Bert Wahlen, vice president, FM stations. Research, specifically of the 35-54 demographic, gave Group W both the problem and the solution, said Wahlen, adding: "What they didn't like was most informative." In addition to finding that Stevie Wonder and Roberta Flack are preferred over Frank Sinatra and Perry Como, he said, the group found that an instrumental arrangement of a popular song sticking close to the original was preferred to traditional orchestral arrangements.

"Still an instrumental-driven format," ASR has, however, included a change in the easy listening mix from 25% to 40% vocal, even going 50-50 in morning drive, where the group added a full-time newsperson to create "news credibility" not afforded by the morning personality. Additionally, said Wahlen, "the traditional easy listening personality who reads cards would kill ASR. He or she must be communicative."

Very young and elderly listeners "will not be as comfortable with this format," he said. But, he said, winter Arbitron ratings show the five stations have, in the 25-54 demographic, moved to the top five in their markets.

The key to WJIB's attempt to hang on to the majority of its age 35-plus listeners, while expanding its share among listeners 10 years younger, has been "replacing string-driven sounds, the Montovani," said Bortone, "with contemporary instrumental sounds, such as Carlton and Kenny G."

Unlike Group W, which found much new age music lacking in identifiable melody, WJIB is making use of that music, along with light jazz. But the changes have also included increasing vocal music—such as Anita-Baker and Phil Collins—to between 40% and 50% of the mix, dramatically increasing remote broadcasts and other forms of live local presence, and airing "news in the morning, [something] we never had before," he said.

So far, the tactic is working, he said. Listener focus group interviews conducted two weeks ago indicated that WJIB is "not only getting new listeners, but the core listeners are pleased with the changes." According to Bortone, the station gained 129% in the 25-54 group between last fall and this spring. Yet, Bortone said, WJIB remains number two in the Boston market with the 35-plus group. "We are going to have older people who are going to say, 'What is this Anita Baker?' and we will lose a few. But that's the price you pay to survive," he said.

Purchased last fall by Emmis Broadcasting, Bortone's station is conducting a "Name That Format" contest among advertisers and ad agencies. Suggestions so far include Contemporary Easy, New Horizons, Easy AC, New Soft Contemporary and Instrumellow. The winner will be announced June 21.

CLASSICAL

Classical music stations, which traditionally attract a well-educated and affluent audience, are nonetheless a minority format, reaching only about 5% of all radio listeners. Most of the commercial classical stations broadcast on the FM band. But pressure is building for those stations to become more profitable. To compete, several stations are making changes in the format to enlarge their audience. But rather than compete with other music programing on FM, some classical music is migrating to AM.

"Classical stations ended up on FM because nobody was listening to FM. Twen-

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ty-five years ago, you could acquire an FM station for the price of a letter to the FCC," said Peter J. Cleary, president of Concert Music Broadcast Sales, a New York-based sales representative firm specializing in sales for classical stations. "What has happened over the years is that the value of FM radio has just skyrocketed and roughly 75% of the listening is now on the FM band." The pressure on those stations now is to compete for commercials against higher-rated formats, he said.

One way to increase listenership is "the same way any other format does it—by playing the hits," Cleary said. The goal is to hold on to the hardcore, knowledgeable classical audience, and at the same time broaden the audience by playing familiar pieces from familiar composers such as Bach, Brahms and Beethoven. More esoteric music—choral works and 20th-century compositions—are being played more often on noncommercial stations, Cleary said.

Raymond Nordstrand, president of the WFMT Fine Arts Network and the Beethoven Satellite Network, Chicago, disagreed with part of Cleary's analysis. "Noncommercial stations are ratings-oriented as well," he said. Those stations have also placed greater emphasizes on the familiar tunes by programing them in drivetime and midday. The less familiar pieces tend to air during latenight, he said. But for both commercial and noncommercial stations in general, "most program directors say they want to broadcast a wide spectrum of music and they are not just 'playing the hits,'" according to Nordstrand. The Fine Arts Network and Beethoven Network syndicate classical music programs to more than 500 stations. Although only 40 of those stations are commercial, about half of the company's total audience listen to commercial stations.

Besides the specific pieces of music, there are also two philosophies of how it should be presented. "We represent probably the greatest attempt at emulating CHR-type of delivery with classical music," said Matthew Field, senior vice president and general manager of WNCN(FM) New York. It has used the standard radio promotional devices, such as a regular morning team, contests and personal appearances.

At the other end of the spectrum, Field said, classical stations have increased their audiences by cutting down on talk. Some have automated their facilities to keep music playing almost constantly, he said.

But in many markets, it seems inevitable that classical music will be moving from commercial FM's to AM's. Such moves could possibly be dangerous to the future of classical as a commercial format since the technical quality today of most AM stations is generally lower than that of FM's. Adjacent-channel interference on the AM band has forced manufacturers to build narrow-band AM receivers with lower fidelity than typical FM receivers. Also, AM stations have, for numerous reasons, been slow to install stereo exciters and AM stereo receivers still have vastly lower consumer penetration than FM.

People close to the classical format business do not fear the technical setbacks of AM, claiming that stereo will eventually catch on there and that properly engineered AM stations can sound as good as FM. Nordstrand did say, however, that commercial AM's could find stiff competition from noncommercial FM's, in part because of technical inferiority.

Field said the greater threats to the AM's will be from low-rated commercial FM's that decide to switch to classical format. He said noncommercial stations tend to be at a disadvantage taking classical listeners from either AM or FM commercial stations because they program large blocks of nonmusical programing from sources such as National Public Radio and American Public Radio.

NOSTALGIA/BIG BAND

Big band and nostalgia programing is a format going through change. Although the syndicated service "Music of Your Life" (MOYL) is successful and satellite delivery allows it to reach more people more effectively, the music it programs is no longer limited to big band and nostalgia. MOYL recognized that the demographics and musical tastes of its audience are not the same as five years ago.

Coinciding with the switch to satellite, MOYL is starting to integrate "light" music of the 1960's, 70's and 80's into its playlist. David Wolfe, MOYL's operations and affiliate relations manager, said that the service "plays any hit that was nonrock." This includes Barbra Streisand, Barry Manilow and Johnny Mathis.

Al Ham's
THE "MUSIC OF YOUR LIFE"
Now on
SATELLITE

R-L Mathis and Wolfe

However, this does not mean that the big bands have been left out. Stations can still use MOYL's tape service, which emphasizes sounds of bands such as Benny Goodman and Woody Herman.

MOYL's audience is still 50-plus, but today's 50 and over group may not have grown up with big bands, which is one of the reasons that MOYL is programing a broader spectrum in hopes of attracting a wider audience, said Wolfe.

For many of the stations carrying MOYL the switch was long overdue. Goff Lebhar, president and general manager of WWDC(AM) Washington, called the change a good idea that was "very late in coming." Another advantage to the satellite switch, Lebhar said, is that the show is now done live and has the feel of a local show.

WBYU
Bayou
1450 AM

Arnie Ginsburg of WXKS(AM) Medford, Mass., said that the change makes MOYL "good for large and small markets" and that his station has had a "tremendous reaction" to the service.

Not all the stations rely totally on MOYL. WEVD(AM) New York programs 12 hours of big band a day. WWDC's Eddie Gallagher has a morning show that features hits from all eras. Dave Smith, owner and general manager of WBYU(AM) New Orleans, has his own local programing in the morning and afternoon. Smith receives Satellite Music Network's "Stardust" format, which he describes as a blend of the best of big bands and classic vocals. Hits from the 1940's,

Continues on page 52

Sun sets on ABC's 'Day's End'

Following 13-week test, network says show will not return to air; mixed ratings in local markets among reasons for late night program's cancellation

Day's End, the late night program that aired in 26 markets on ABC in a recently concluded 13-week test, will not return to the air, the network confirmed last week.

No reason was given for that decision, and the network declined to provide any ratings for the show. But some affiliate sources suggested the cancellation was the result of mixed performance in local markets as well as the apparent dissatisfaction with the program by Michael Brockman, president of the recently created division in charge of daytime, late night and children's programing at ABC.

The program was designed as an inexpensive and entertaining way of summing up each day's events with clips culled from various talk and information shows, interspersed with witty repartee from co-hosts Ross Shafer and Spencer Christiansen.

Brockman declined comment on the situation last week. Nearly all the affiliate executives contacted last week, however, said the program got off to a very shaky start and performed only marginally in the ratings.

"The problem with late night on ABC is that the *Nightline* lead-in is not compatible with entertainment programing," said Jim Coppersmith, vice president and general manager, WCVB-TV Boston. "*Nightline* is a distinguished and valuable program and I'm proud to have it on the air, but entertainment flowing out of *Nightline* is really like fighting with one hand tied behind your back, maybe two," he said.

Dick Warsinske, program manager, KOMO-TV, the ABC affiliate in Seattle, said the show performed "slightly better" than some of the old off-network hours that had been run in the time period. "The show improved greatly by the end of the test," said Warsinske. "But it was evident they were still struggling with the concept and making it hold together every night as a show." That situation hurt the promotability of the program, he added.

ABC has been trying for years to come up with viable post-*Nightline* programing, without success. "I'm waiting to hear what Mr. Brockman's plans are for the time period," said Warsinske. Brockman will be making a presentation at this week's affiliates meeting in Los Angeles. ☐

Syndication■Marketplace

According to Jody Shapiro, executive vice president, telecommunications division, **Qintex Entertainment**, 105 episodes of *The New Leave It to Beaver* have been sold in the New York (WWOR-TV), Los Angeles (KTLA), and Chicago (WGBO-TV) markets. The episodes have been cleared in 52 markets representing 47.5% of the country. The show is being sold on a cash basis for strip syndication.

Also from Qintex, 38 markets have cleared the 138 colorized episodes of *McHale's Navy*, including New York (WWOR-TV) and Los Angeles (KTLA). The episodes are being sold on a cash basis.

☐

A Special Look at the People's Champion—Mike Tyson, a one-hour special from **Don King Productions** in association with **Barris-Guber-Peters Television** has been cleared in 160 markets representing 93% of the country, including 50 of the top 50 markets. The special is being sold on a barter basis.

☐

Warner Brothers Television Domestic Distribution has announced that its first-run game show *3rd Degree* is a go for a fall launch. According to Scott Carlin of Warner Brothers Domestic Television Distribution, the show has been cleared in 85 markets, representing 80% of the country. Of the clearances, 85%-90% are affiliates, he said. The show will be hosted by Peter Marshall.

Week 37: Big three deliver 28.7 million; NBC 12.7, ABC 9.6, CBS 9.4

Nielsen ☐	Net ☐	Show
1	20.8/35A	Roseanne
2	18.4/33N	Cheers
3	17.4/34N	Cosby Show
4	17.0/32N	Different World
5	16.6/29N	Dear John
6	16.1/28A	Wonder Years
7	15.4/29C	Murder, She Wrote
8	15.3/26A	Have Faith
9	14.8/28A	Who's the Boss?
10	14.5/31C	60 Minutes
11	14.5/25N	NBC Sunday Movie
12	14.2/28N	Empty Nest
13	14.1/25N	Golden Girls Special
14	14.1/28N	Hunter
15	13.8/27N	Golden Girls
16	13.8/26N	Unsolved Mysteries
17	13.5/24N	Matlock
18	13.1/25A	2020
19	12.9/24N	Hogan Family
20	12.9/24N	L.A. Law
21	12.9/23N	Night Court
22	12.8/22A	General Foods Showcase
23	12.8/25N	ALF
24	12.7/23N	Midnight Caller
25	12.4/23A	Just the Ten of Us
26	12.4/25A	Mr. Belvedere
27	12.0/21N	My Two Dads
28	11.9/20N	In the Heat of the Night
29	11.9/22N	Super Bloopers and Jokes special
30	11.6/25A	Full House
31	11.6/20C	Newhart
32	11.6/22N	NBC Friday Movie
33	11.5/23A	Growing Pains
34	11.5/20N	Morton's by the Bay
35	11.4/20C	Designing Women
36	11.4/22C	NBA Playoff Game, Fri
37	11.2/24N	Amen
38	11.1/21A	Head of the Class
39	10.8/20C	Kate and Allie
40	10.7/19C	Jake and the Fatman
41	10.6/20A	MacGyver
42	10.3/18A	thirtysomething
43	10.1/18N	Fair Game Special
44	9.9/19C	48 Hours
45	9.8/22A	Perfect Strangers
46	9.8/17C	Murphy Brown
47	9.7/22N	227
48	9.5/17A	ABC Monday Movie
49	9.5/16C	CBS Tuesday Movie
50	9.3/17C	CBS Thursday Movie
51	9.3/16C	Tony Awards
52	9.1/17C	Wiseguy
53	8.9/17F	America's Most Wanted
54	8.9/18F	Married With Children
55	8.7/16N	Day by Day
56	8.5/16A	Burning Questions: America
57	8.3/15A	Coach
58	8.1/18C	Beauty and the Beast
59	7.7/15N	Family Ties
60	7.4/16N	Highway to Heaven
61	7.3/13A	International Rock Awards
62	6.7/12A	ABC Family Classic
63	6.7/13C	Hard Time on Planet Earth
64	6.6/14A	Mission: Impossible
65	6.5/12C	Tour of Duty
66	6.5/13C	West 57th
67	6.4/13C	What-Learned: C. Brown
68	6.0/12A	North and South, Book II, part 4
69	6.0/12C	CBS Saturday Movie
70	5.7/12A	ABC News Special: Turmoil
71	5.5/12F	21 Jump Street
72	5.3/10C	Live-In
73	4.8/ 8F	Garry Shandling's Show
74	4.7/ 9F	Cops
75	4.5/ 8F	Tracey Ullman Show
76	4.0/ 7A	Gang of Four
77	3.5/ 6F	Duet
78	2.9/ 6F	Beyond Tomorrow
79	2.9/ 6F	Summer Blockbusters

Syndication Scorecard *

(Week ending May 28)

	Rtg.	Show	Stns.	Covg.
1	12.8	Wheel of Fortune, syn.	229	99
2	11.0	Jeopardy	206	96
3	10.0	Star Trek	232	97
4	9.1	Cosby Show	198	97
5	8.9	MGM Premiere Network III	170	95
6	8.8	Oprah Winfrey Show	214	99
7	8.8	Universal Pic. Debut Net.	135	95
8	8.3	Orion TV: Three Amigos	132	89
9	8.1	Wheel of Fortune, wknd.	210	93
10	6.7	Columbia Night-Movies	106	86
11	6.6	Entertainment Tonight	165	93
12	6.5	Current Affair	148	91
13	5.6	Friday the 13th	215	96
14	5.4	Geraldo	199	99
15	5.4	People's Court	185	93
	8.0	World Wrestling Fed.	249	97

* Nielsen syndicated weekly pocketpiece

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The Fifth Estate

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Broadcasting Jun 19

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KATZ AMERICAN TELEVISION
KATZ CONTINENTAL TELEVISION
KATZ INDEPENDENT TELEVISION

KATZ MEDIA DATA

58th Year 1989

Sikes, Marshall, Barrett

[illegible]

Broadcasting ⚡ Jun 19 Vol. 116 No. 25

Almost there...

White House names Sherrie Marshall and Andrew Barrett to FCC. At last minute, it withholds word on Alfred Sikes. **PAGE 27.**

Cable centerpiece...

First of three Senate hearings focuses on cable concentration and future of free over-the-air TV. TCI's John Malone is among witnesses. **PAGE 29.**

ABC affiliates in LA...

Network executives reveal new bonus incentive program, upcoming promotional plans and new prime time offerings at annual gathering for affiliates. **PAGE 31.**

34/ ON ALCOHOL ADS

NAB's Eddie Fritts rebuts recommendations made by Surgeon General C. Everett

Koop (above) for alcohol ad restrictions and mandatory PSA's.

37/ ANOTHER 26

Lifetime will produce 26 more episodes of NBC's former "dramady," *The Days and Nights of Molly Dodd.*

39/ TRIVIA PURSUIT

Select Media proposes new first-run game strip for 1990-91 season, called *Coast to Coast.*

41/ CES IN CHICAGO

HDTV and digital audio are among hot topics at Summer Consumer Electronics Show.

44/ A LA CARTE

BMI offers stations option of selecting per-program music licensing plan.

36/ AND THEN THERE WAS ONE

With departure of NBC's *Dynasty*, CBS claims only remaining prime time soaps

on commercial network TV, including *Dallas* (above).

46/ JOURNALISTS NOT WELCOME

Chinese government expels AP, VOA and ITN reporters.

43/ INDUSTRY FORECAST

Annual Veronis, Suhler & Associates study predicts cable growing more slowly than TV and radio industries over next five years.

47/ BACK TO BASICS

Network news, consultants and getting on-air jobs are

among topics broached at sixth annual BROADCASTING-Taishoff seminar. Among participants: former CBS News President Van Gordon Sauter (above).

50/ PROPOSAL PROTEST

Although many agree some type of reform is needed, proposed lottery procedure to choose among competing applicants for new broadcast stations draws heavy criticism.

52/ TIME FOR ANOTHER LOOK

House Commerce Chairman John Dingell says FCC should review cable rates required by 1984 Cable Act.

54/ TALKING TALK

Talk show hosts meet in

Boston to discuss "Talk Radio and the American Dream."

58/ RADIO COVERS CHINA

Radio networks cover their share of unfolding events in China.

59/ TOP ISSUE

Telco entry into TV business likely to top NAB joint board of directors meeting in Washington.

61/ IN THE MOTOR CITY

Targeting creativity is theme of annual BPME/BDA seminar in Detroit.

87/ MARKETING MAN

Jones Intercable's Greg Liptak has helped lay groundwork for cable marketing strategies that have become industry standards.

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[illegible] Senate [illegible] to Bryant [illegible]

Direct Broadcast Satellites

[illegible] 1980s [illegible] DBS [illegible]

[illegible]

FCC [illegible] 1989 [illegible]

High-Definition TV

[illegible]

Blue ribbon committee of FCC's advisory committee on advanced television service has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines some of problems such as agreement on software to be used for subjective testing of HDTV transmission systems that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. Group has pushed back its goal for beginning of testing from Oct. 1 to Jan. [illegible] 1990.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channels incompatible with NTSC sets. Move eliminates possibility of terrestrial [illegible] of NHK's MUSE-E system. Commission also decided to restrict any search for additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of bands above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.)

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiry into syndicated exclusivity rules for broadcast signals delivered via satellite.

Indecency

■ Senate has adopted legislation targeting violent, sexually explicit and drug-related programing. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programers to get together to self-regulate. House Judiciary subcommittee was scheduled to mark up its version of bill last week.

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, [illegible] 1988), FCC unanimously adopted new policy that prohibits indecent broadcasts 24 hours per day. But policy and underlying law are being challenged in court on First Amendment grounds by coalition of broadcasting and public interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, [illegible] panel of U.S. Court of Appeals in Washington granted request by coalition [illegible] of 24-hour ban [illegible]

[illegible] Washington had [illegible] defense.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,950	262	5,212
Commercial FM	4,192	709	4,901
Educational FM	1,390	258	1,648
■ Total Radio	10,532	1,229	11,761
FM translators	1,722	360	2,082
Commercial VHF TV	547	25	572
Commercial UHF TV	523	218	741
Educational VHF TV	121	6	127
Educational UHF TV	218	27	245
■ Total TV	1,409	276	1,685
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [illegible]

Open Mike

Programing is the answer

EDITOR: Ted Snider's "Monday Memo" of May 22 missed the point of AM's problems. Placing the blame for AM's decline on the FCC or the proliferation of AM stations is just plain silly. Those of us who have followed the history of the industry recognize that there has been no significant increase in interference levels since the early 1960's when the commission enacted the strict "go, no-go" rules; yet throughout the 1960's and '70's FM failed to dominate.

But by the late '70's, most new autos were factory-equipped with AM/FM radios. That, combined with separate FM programing mandated by the FCC, brought new and innovative programing to the younger audience. FM at that point gained the younger listeners—not because of higher fidelity, stereo, or less interference, but as a result of responsive programing.

It is interesting to note that while FM now commands the lion's share of the audience, the advertising dollars are still substantially flowing to the AM stations, which is a clear indication of which medium produces results. AM radio, with the help of the FCC, will clear up its technical problems, but response to the needs of the communities they serve via innovative programing is the real key to the future of AM radio.—*Herbert P. Michels, president, WKMB(AM) Stirling, N.J.*

A better mousetrap

EDITOR: Your "Detour" editorial of May 29 really missed the essence of TCI's advanced television (ATV) strategy.

The deployment of a system such as Faroudja's SuperNTSC is not a detour but a preemptive blocking move against any foreign-developed noncompatible system while maintaining our strategic objectives to develop the most technically advanced ATV system for the 21st century.

We have consistently called for the development of a top priority national strategic plan to develop and deploy a fully digital 6 mhz ATV transmission and display system by the year 2000. The broadcaster must be assured (either by regulation or legislation) of the spectrum availability for the simulcasting of such a transmission system from existing allocated spectrum.

This is a leapfrog strategy. The United States will utilize its current strengths in microelectronics (VSLI), computer, microprocessor and video compression technologies to achieve its ATV objectives. This plan would also offer America an opportunity to regain its global competitiveness in electronic technology.

We want the most robust and competitive ATV technology available for the 21st century. I believe just getting high resolution, digital sound and a wider screen are not sufficient to sell the next-generation ATV system to the American public. Rather, I envision an ATV system with much interactivity, integration of additional database information and other new applications not available to currently planned HDTV systems. Our national ATV development is the exact reverse of the smokestack industry syndrome that plagued this country's manufacturing sector after the Second World War. Both Japan and Europe have embarked on an analog-based HDTV system within the last decade which may not be competitive or marketable for the 21st century, particularly if we can quickly deploy an EDTV system that can provide 35mm resolution, digital sound and an immediate programing availability of all the best in broadcast and cable programing universally throughout the country.—*John J. Sie, senior vice president, Telecommunications Inc., Denver.*

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tional effort" for FunTown, said Rick Busciglio, vice president, marketing. One of the things being developed is a FunTown club for children to join.

The programing block, Rosen believes, will "bring a lot of attention to the network," especially among children, a block the Family Channel hasn't concentrated on until now. The goal is to make the block a television home for children, patterned after the programing and merchandising success of Nickelodeon, said Rosen.

The two original programs will be *Something Else*, a live-action series with children's host Stan (The Man) Johnson and his canine co-host Rufus (The Dog). *Wowser* is a new animated show featuring a shaggy dog "who can't seem to stay out of hilarious trouble as he attempts to help his inventor master." Also, *Gerbert* is in its second year of original animated production.

The lineup includes the off-network series *Roger Ramjet, Batman, I'm Telling, The Littles, Little Clowns of Happytown, Getalong Gang, Pole Position* and *Starcom. Dinosaucers* and *Rainbow Brite* come from the syndication market while *Mapletown* once appeared on Nickelodeon. *Swiss Family Robinson* and *New Generation* are foreign productions that will have their U.S. premieres on the channel.

DIC also plans to produce about four specials per quarter for the Family Channel. The first will kick off the fall programing block, with several holiday specials also planned for the quarter. In the first quarter a "New Archies" movie is being planned. The specials are scheduled to be carried at 8 p.m. —MS

New entries in syndication sweepstakes

Two more off-network programs have hit the syndication marketplace—MTM's *Remington Steele* and Warner Brothers' *The Hogan Family*. In addition, several new movie packages have also been made available.

Remington Steele, which aired on NBC for four seasons, has been on The Family Channel for the past year, but will come off that network when the show is available for airing by local broadcast stations in September.

MTM is offering the one-hour show for a 52-week licensing period (94 episodes, three runs each) for use either as a strip or on the weekends. The show is being offered for cash on a nonexclusive basis.

Warner's *Hogan Family* is also being offered for cash, with market exclusivity. The program is going into its fifth year on NBC next season.

Warner is making the program available for fall 1990, where it is being joined by six other new off-network comedies. Some two dozen new comedies are expected to be launched between 1988 and 1992 (BROADCASTING, May 29).

As an incentive (albeit a negative one) to get stations to launch *Hogan Family* in 1990, Warner says there will be a 10% penalty for stations picking the show up but delaying its airing until 1991. According to rep sources, that penalty is negotiable, depending on demand in local markets.

The *Hogan Family* is being offered under a three-year contract. The first 32 episodes star Valerie Harper, who was fired in a dispute over her contract with Lorimar and NBC. Harper subsequently won a breach of contract suit in Los Angeles.

Petry Television is encouraging stations to negotiate a longer contract to dilute whatever viewer confusion might occur as the result of the switch in stars (Sandy Duncan replaced Harper on the series). The 2 Valerie Harper episodes could be used, in effect, as summer series within the series, under a longer contract, said Dick Kurlander, vice president, programing, Petry Television.

In the film package category, Turner Program Services has released the *Color Classic Network Four*, a barter colorized package of 24 films (two runs each). The split is 11 minutes of national time and 11 minutes local. The package is not offered on an exclusive basis because some of the titles (including "Crisis," "The Hill" and "Back to Bataan") are currently running on Turner's TNT or TBS networks. All of the films are available in January 1990.

Republic Pictures has come out with a seven-title package called *Color Movies Two* that is also being offered for barter (11½ national, 12½ local).

Titles include a colorized "It's a Wonderful Life," "The Fighting Seabees," and "Copacabana." The first film, "It's a Wonderful Life," will be available in December 1990, with subsequent releases scheduled through July 1992. —SM

CBS pulls into second, NBC holds lead; NBC 11.1, CBS 10.8, ABC 9.6

Nielsen	□	Net	□ Show
1	19.2/32	A	Roseanne
2	16.8/29	N	Cheers
3	16.5/28	C	CBS Sunday Movie
4	16.4/32	N	Empty Nest
5	16.2/33	N	Golden Girls
6	15.9/28	N	Dear John
7	15.7/27	A	Wonder Years
8	15.6/30	C	Murder, She Wrote
9	15.6/28	C	NBA Finals, game 2
10	15.3/26	N	Day by Day, special
11	15.0/33	C	60 Minutes
12	15.0/27	N	Cosby Show
13	14.5/27	A	Who's the Boss?
14	14.3/23	A	Have Faith
15	14.2/27	N	L.A. Law
16	14.0/25	C	NBA Finals, game 1
17	13.6/28	N	Hunter
18	13.5/26	N	Unsolved Mysteries
19	13.2/27	A	Full House
20	13.1/26	A	20/20
21	12.8/25	A	Growing Pains
22	12.8/21	N	In the Heat of the Night
23	12.8/23	N	Night Court
24	12.6/23	N	Matlock
25	12.4/22	C	Jake and the Fatman
26	12.0/21	A	ABC Sunday Movie
27	12.0/21	N	NBC Sunday Movie
28	11.9/22	A	Head of the Class
29	11.8/20	C	Newhart
30	11.6/25	N	Amen
31	11.5/24	A	Perfect Strangers
32	11.5/20	N	Midnight Caller
33	11.3/19	C	Designing Women
34	11.3/21	N	ALF
35	11.2/20	N	My Two Dads
36	10.8/21	A	Mr. Belvedere
37	10.8/20	C	Kate and Allie
38	10.6/18	C	Murphy Brown
39	10.5/20	A	Just the Ten of Us
40	10.2/18	A	thirtysomething
41	10.0/19	C	Wiseguy
42	9.9/19	A	China Beach
43	9.9/22	N	227
44	9.6/17	N	Day by Day, special
45	9.4/16	N	NBC Monday Movie
46	8.9/15	A	ABC Monday Movie
47	8.9/17	C	CBS News Special: China
48	8.9/18	F	America's Most Wanted
49	8.3/17	C	CBS Friday Movie
50	8.7/16	A	MacGyver
51	8.4/16	N	NBC Friday Movie
52	8.2/15	F	Married... With Children
53	7.7/14	A	Coach
54	7.7/14	F	Fox Monday Movie
55	7.5/14	N	Day by Day
56	7.4/15	C	West 57th
57	7.4/15	N	Highway to Heaven
58	7.3/14	N	Family Ties
59	7.1/15	C	CBS Saturday Movie
60	7.0/12	A	Robert Guillaume Show
61	6.7/12	C	Heartland
62	6.7/13	N	Dream Street, special
63	6.4/12	C	Live-In
64	6.2/11	A	ABC Thursday Baseball
65	6.2/12	A	North and South Book II, part 5
66	6.0/12	C	Beauty and the Beast
67	5.8/13	A	Mission: Impossible
68	5.7/10	C	Tour of Duty
69	5.7/12	F	21 Jump Street
70	5.5/11	A	Flamingo Kid
71	5.2/12	F	Cops
72	5.2/11	N	Magical World of Disney
73	4.9/11	A	Seaworld: Miracle Babies
74	4.7/9	C	Hard Time on Planet Earth
75	4.3/7	F	Garry Shandling's Show
76	4.1/9	F	Reporters
77	3.9/7	F	Duet
78	3.9/7	F	Tracey Ullman Show
79	3.3/6	F	Beyond Tomorrow

Syndication * Scorecard

(Week ending June 4)

Rtg.		Show	Stns.	Covg.
1	11.8	Wheel of Fortune, syn.	228	98
2	10.2	Jeopardy	205	96
3	9.2	Star Trek	234	97
4	8.5	Cosby Show	196	97
5	7.8	Wheel of Fortune, wknd.	207	91
6	7.7	Magic, special	182	92
7	7.7	Tri-Star Showcase	120	90
8	6.1	Nat'l Geo. on Assignment	140	92
9	6.0	Entertainment Tonight	165	93
10	5.9	Current Affair	146	90
11	5.6	Star Search	149	95
12	5.4	Donahue	222	98
13	5.3	Geraldo	194	97
14	5.1	Mama's Family, syn.	183	90
15	5.0	People's Court	184	89

The following programs are included, but not ranked

		Show	Stns.	Covg.
	8.3	World Wrestling Fed	239	97

* Nielsen syndicated weekly pocketpiece

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Economic indicators

Annual Veronis, Suhler study predicts TV and radio will grow at faster pace than cable over next five years

Cable television will grow at a slower rate than the television and radio industries over the next five years, according to the annual *Communications Industry Forecast* released this week by Veronis, Suhler & Associates. In a prediction of expenditures to be made by advertisers and consumers on each of the three media over the next half-decade, VSA said that cable television's compound annual growth will drop from its current double-digit performance to 7.7% compounded annually through 1993.

While growth of cable subscriber revenue—the bulk of cable revenue—has come primarily from unit growth in the past, VS&A predicts that in the future about half of cable subscription growth will come from pricing. Pay cable growth will slow down to 2.9% compounded annually over the next five years, according to VS&A, because the relative returns of pay and basic to operators give system owners more of an incentive to promote and market basic services.

Cable advertising, amounting to $1.2 billion in 1988, is "still not material," according to VS&A president John Suhler. However, if cable system operators find ways to sell, distribute and market local cable advertising, the medium would become "a serious competitive alternative to radio and newspapers, particularly newspapers," he said. Cable advertising resembled radio and newspaper advertising more than local TV ads, he said, because it is a "volume, tonnage business in terms of selling to advertisers."

Network television advertising, which grew 6.2% compounded annually over the last half-decade, will grow at an annual compound rate of 6.9% over the next five years, according to the forecast. As the growth of home video, basic cable and pay cable slows down, Suhler said, the "buffeting factors" that have affected network TV growth over the past five years "have moderated." He added: "There is no better invention than network television for mass-market advertising." However, he pointed out, network TV growth would be slower than the 8.8% annual growth that VS&A is predicting for the communications industry overall.

Network radio has "dimmed prospects for growth" over the next five years, Suhler said. As radio has become a more targeted business, he said, the networks' need for "a certain commonality" was working against them. Pointing out a strength of the radio business in general, he said that radio advertising has been 10% of measured media spending "for as long as we've looked at measured media."

One reason he thought 1988 was a watershed year, Suhler said, was that measured media growth had come close to matching promotion growth for the first time in 10 years.

Contributing to the forecasts, Suhler said, was the lack of signs of an imminent recession, while indications of inflation are increasing. Measured media spending, he said, traditionally grows faster in inflationary times, while promotional and marketing spending grow in recessionary times.—**GM**

Veronis, Suhler & Associates, five-year forecast

	1988 (000,000)	*1993 (000,000)*	*Compound annual growth 1988-1993*
Network TV advertising	$9,395	$13,100	6.9%
Spot TV advertising	$7,190	$11,100	9.1%
Local TV advertising	$7,380	$12,100	10.4%
TOTAL TV ADVERTISING	$23,965	$36,300	8.7%
Pay cable subscriptions	$3,820	$4,410	2.9%
Basic cable subscriptions	$6,500	$9,800	5.2%
National cable advertising	$910	$1,900	15.9%
Local cable advertising	$250	$550	17.1%
TOTAL CABLE TV SPENDING	$11,480	$16,660	7.7%
TV network program buying	$3,890	$5,550	7.4%
TV station program buying	$1,660	$2,560	9.1%
Cable TV program buying	$2,500	$4,250	11.2%
Barter syndication program buying	$915	$2,300	20.2%
TOTAL PROGRAM EXPENDITURES	$8,965	$14,660	10.3%
Network radio advertising	$420	$500	3.5%
Spot radio advertising	$1,425	$2,150	8.6%
Local radio advertising	$5,900	$9,250	9.4%
TOTAL RADIO ADVERTISING	$7,745	$11,900	9.0%

TV advertising beating expectations, says Coen

Advertiser spending on television is, in general, better than previously expected, according to Robert M. Coen, senior vice president, director of forecasting, McCann-Erickson. Helped along by stronger-than-expected cable and syndication advertising, overall national TV budgets will be up by 5% in 1989, said Coen. While below an assumed nominal gross national product growth rate of 7.5%, the advertising increase for television is better than that for the prior post-Olympics year.

Local television increases, projected at 7% for 1989, are "disappointing," said Coen. Weakness in local advertising, which has also hurt newspapers, is caused by mergers and other "restructuring" of major retailers. Also a factor, he added, is that retailers in general "have tightened their ad outlays in order to preserve profit margins as consumer resistance to higher prices for many goods and services continues to be strong."

The McCann-Erickson senior vice president projected network radio to be up by 10% for 1989, and spot radio to be up by 9%. Examples of advertisers behind the unexpected upswing in national radio are major retailing chains and packaged goods advertisers, such as coffees.

Mid-year projections for 1989 call for network television to increase 1% to $9.3 billion, although Coen said the just-unfolding upfront marketplace might push 1989 numbers slightly higher. He cited reports of strong advertiser demand, especially in prime time.

Spot television revenue has been disappointing so far, said Coen, and in the first four months of the year has increased by 3%. But there are some signs, he said, that softness in the spot marketplace is "disappearing" and he added that since the current slowdown began in the latter part of 1988, comparisons should become easier as the year progresses.

Cable television advertising is expected to end just under $1.2 billion, a 25% increase, or 5% higher than Coen said he thought at the beginning of the year. Syndication revenue is expected to increase by a similar percentage, to just over $1.1 billion. Both cable and syndication revenue, he said, is still being driven by rapidly expanding inventory and higher audience delivery.

Coen also ventured a preliminary prediction for 1990 saying that total U.S. advertising expenditures would be up by a similar 6.9% increase. He noted that spending in many other developed countries was advancing well ahead of inflation. ☐

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Concentrating on media concentration

Broadcasting Jun 26

Vol. 116 No. 26

Hearing from the media...

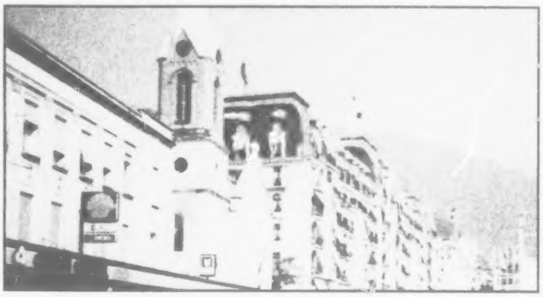
Senate subcommittee hearing brings Hollywood and TV networks under one roof to debate fin-syn; subcommittee also puts cable under tough scrutiny. **PAGES 27, 29.**

SCI Television: restructuring debt...

Company begins restructuring of $1.3 billion in debt; whether it will leave SCI's current ownership structure intact is not certain. **PAGE 31.**

HDTV from all sides...

At international symposium at Montreux Palace in Montreux, Switzerland (above), engineers talk high-definition television. **PAGE 47.**



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Pre-release hype of Warner Bros.' "Batman" brings renewed interest in original TV series.

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Pictures from China—of students demonstrating in Tiananmen Square and later confronting soldiers and tanks—add to accumulating evidence of TV's power to drive policy. As one observer said: "The most powerful discourse is not spoken; it is shown."

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New Jersey broadcasting consultant gives FCC proposal to "rescue stand-alone AM stations."

53/ PPV INVESTOR

Walt Disney Pictures and Television invests in Viewer's Choice pay-per-view network.

L-r, seated: Bob Banner, Elton Rule; l-r standing: Gary Pudney, I. Martin Pompadur

38/ FOURSOME

Four broadcasting veterans form new production company, Paradigm Entertainment, to develop and produce TV programing.

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Arbitron's May market-by-market sweeps report shows NBC winning its fifth sweeps in row. Also, for first time, Arbitron includes Fox Broadcasting in network daypart estimates.

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Networks say short-form mini-series will remain viable in long term. Among new contenders: NBC's *Desperados*..., above.

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Six countries withhold approval of European Community's new media law that would permit "TV without frontiers."

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U.S. Conference of Mayors asks Congress to permit telephone companies to enter cable business, and to give cities power to regulate rates of cable systems not subject to competition.

57/ RENEWAL REQUIREMENT

Senator Tim Wirth offers children's television bill requiring broadcasters to provide educational and informational programing for children as condition of station's license renewal.

79/ DOING 'THE RIGHT THING'

Gannett's Cecil Walker has built his reputation on paying attention to detail—and people.

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broadcasters and [illegible] programming services ([illegible] [illegible] 1988).

What Congress [illegible] [illegible] At very least [illegible] [illegible] [illegible] signal [illegible] [illegible] serve [illegible] [illegible]

On Jan. [illegible] House [illegible] Subcommittee [illegible] Bryant (D-Tex.) reintroduced [illegible] Congress (B[illegible] Apr. [illegible] 1988) [illegible] operator [illegible] Senate Copyright Subcommittee [illegible] Dennis DeConcini (D-Ariz.) [illegible] from last Congress that [illegible] to Bryant's bill.

Crossownership

Telco-cable. FCC [illegible] hold en banc hearing [illegible] Agency [illegible] should be allowed [illegible] in July 1988 [illegible] recommend Congress [illegible] ownership ban.

Senator Al Gore (D-Tenn.) [illegible] bill [illegible] crossownership [illegible] panion [illegible] in House by Rick Boucher (D-Va.).

FCC [illegible] Commissioner James [illegible] ment [illegible] vote favoring [illegible] tricia Diaz Dennis [illegible] five [illegible] against [illegible] should be [illegible] telcos [illegible] transmission [illegible]

FCC [illegible] National Telecommunications and Information [illegible] port on cable TV [illegible] telephone companies be [illegible] as transporters of [illegible] though not as [illegible] telcos' own [illegible] June 20, 1988).

At present [illegible] ownership [illegible] and 1984 Cable Act [illegible] judgment [illegible] U.S. Judge Harold Greene [illegible] AT&T. NTIA [illegible] Greene's [illegible] judge's [illegible] tion services [illegible]

Duopoly. [illegible] Oct. 27, 1988 [illegible] closer spacing [illegible] AM and FM stations [illegible] would [illegible] broadcasters [illegible] scale.

Using same [illegible] policy for waivers [illegible] 12, 1988 [illegible] waiver requests [illegible] with at least 30 [illegible]

Broadcast newspaper. [illegible] bill (H.R. 4782) [illegible] includes provision [illegible] reexamining [illegible] crossownership [illegible]

Direct Broadcast Satellites

Committees and applicants to launch Direct Broadcast Satellites believe high-power Ku-band DBS, 10 times more powerful than average C-band birds, will mean greatly [illegible] reception via dishes [illegible] size of average C-band dishes [illegible] affordable dishes [illegible] market [illegible] C-band [illegible] variety of [illegible] since early 1980's [illegible] high-power Ku-band DBS [illegible]

Among applicants [illegible] prospective [illegible] Enterprises and [illegible] Broadcasting.

High-Definition TV

Before going to Geneva Extraordinary meeting of CCIR on world HDTV production, U.S. State Department changed its position toward [illegible] of Advanced Television Systems Committee. ATSC requested that [illegible] 1,125/60 (SMPTE 240M) system as world standard in 1990 be abandoned and that decision should be delayed until end of next CCIR study period in 1990. Instead, it called on countries to study "common image" approach for possible interim world agreement in 1990. Although European countries made attempt in Geneva to vote on immediate world adoption of 1,250/50 system, U.S. position was eventually accepted in full.

Announcement is soon expected from Defense Advanced Research Projects Agency (DARPA) on which companies will receive shares of $30 million Defense Department has set aside for research and development of new methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA has narrowed original 82 proposals to 49. Three or four are expected to win contracts.

Blue ribbon committee of FCC's advisory committee on advanced television service has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines some of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. Group has pushed back its goal for beginning of testing from Oct. 1 to

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's¹	TOTAL*
Commercial AM	4.953	263	5.216
Commercial FM	4.200	733	4.933
Educational FM	1,393	255	1.648
■ **Total Radio**	**10,546**	**1,251**	**11,797**
FM translators	1.728	341	2.069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ **Total TV**	**1,411**	**270**	**1,681**
VHF LPTV	300	205	505
UHF LPTV	324	1.508	1.832
■ **Total LPTV**	**624**	**1,713**	**2,337**
VHF translators	2.722	121	2.843
UHF translators	2.133	443	2.576

CABLE†	
Total subscribers	49.538.000
Homes passed	73.900.000
Total systems	8.000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

request of cable TV officials.

In addition, we have the distinction of being televised during our regular weekday morning drive program every day. The cameras were installed in our radio studios, along with monitors, switchers, VCR and other videotape equipment—and it's become second hat to our engineers. End result: the warm relationship between Heritage Cablevision and WNRI bears fruit for both of our audiences, and the arrangement is quite similar to the one in northern Ohio listed as experimental.

Thanks for the continued good reading.—*Bob Allen, co-owner/operations manager, WNRI(AM) Woonsocket, R.I.*

Priorities

EDITOR: Regarding your June 5 editorial on Everett Koop's approval of findings of the Workshop on Drunk Driving and your preference for the minority report which alleges that there is insufficient research to support Koop's comments:

Agreed, tough laws and sentences along with education are important in combating drunk driving—and especially if the education is started and continued early in the lives of young children.

But what would your writer's attitude have been if a near relative—perhaps a child—had been among the over 20,000 who die each year because of drunk driving? Your concern for manufacturers, advertisers and consumers of a "legal product" might be tempered by consideration of whether that product is really beneficial just because it's "legal." Those of us who, after viewing the evidence, feel sincerely that alcoholic beverages are of truly questionable value, would remind you that they are not necessities of life.

I've been assured more than once that taxes on alcoholic drinks fall far short of covering the costs of enforcement, and having chosen on pure practical grounds not to use the stuff, I am less than happy about being forced to contribute through my taxes to what you appear to admit is a major problem.

I remember your protestations a few years ago on the loss to broadcasters from discontinuing cigarette advertising. But smoking has been and is being reduced, and lives are being saved—and the broadcasting industry has survived. Mr. Koop and his profession base their findings on overwhelming facts. Saving lives is considerably more important that broadcasting profits.—*J.H. Platz, Northwest Monitoring Service, Pendleton, Ore.*

Uplink update

EDITOR: The National Association of Broadcasters exhibit review in your May 15 issue was very enjoyable. I am sure that many exhibitors who were unable to spend much time on the exhibit floor taking in the sights appreciated your efforts.

I must express some concern over the section about satellite news vehicles. The statement made by Mr. Waylan of GTE concerning the pricing of satellite news vehicles was not entirely accurate. Mr. Waylan's statement that the $330,000 GTE/Wolf Coach unit is "$100,000 to $150,000 less expensive than other SNV's with similar capabilities," without defining those similarities, is misleading. A network-acceptable Midwest S-23 can be supplied for less than $300,000. In fact, an S-23 with a redundant phase-combined TWT amplifier can be obtained for a price in that $330,000 range.

It is true that the inclusion of the equipment packages many stations add can (and does) increase the delivered price of some units above the $350,000 plateau. However, Midwest has delivered many fully operational systems for prices within the $330,000 range. In fact, the Midwest S-18, a small mobile uplink system using a 1.8-meter antenna, is available for approximately $230,000 (less communications).

The facts are that while mobile uplink systems have not dropped significantly in price, they have undergone improvements from both an equipment and design standpoint. The current buyer of satellite news vehicles is safe in the knowledge that his unit is based on experience and proved technology. It is important for the station considering the purchase of a mobile uplink system to fully investigate the products available, and to be confident in the fact that manufacturers make every effort to provide a system which is both cost-effective and functional. After all, if our products are excessively priced, very few will be able to utilize the capabilities of the GTE satellites.—*Michael J. Perry, mobile unit sales manager, Midwest Communications Corp., Edgewood, Ky.*

Solution: staffing

EDITOR: I would like to respond to the interesting "Monday Memo" of May 22 by Ted Snider. I think Mr. Snider has some good valid solutions to a bad situation. But I see a bigger problem.

How could anyone expect the FCC to accomplish major reform when it is in a deregulation mode and has only three commissioners at the helm and two of them want out now? (And the third, James Quello, is upset with radio broadcasters for leading a citizens' revolt against a congressional pay raise!)

Reagan, Bush, Mark Fowler and Dennis Patrick have done a fine job of de-clawing the FCC and broadcasters cannot have it both ways...either you have deregulation or you have a strong FCC.

If broadcasters want a strong FCC, why not pressure Bush and the Congress to appoint new commissioners? Why not have the National Association of Broadcasters put some pressure on for some FCC help for AM? I don't remember any strong opposition to the FCC's epitome of deregulation: "Let the marketplace decide" when AM was saddled with a stereo system that isn't practical.

Mr. Snider concludes that "the FCC has the authority to address and solve these problems." So how does this shell of a commission operate with so little help and support?—*Stanley Lichtenstein, general manager, noncommercial KCRH(FM) Hayward, Calif.*

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CBS's 'Till We Meet Again'

out to eat."

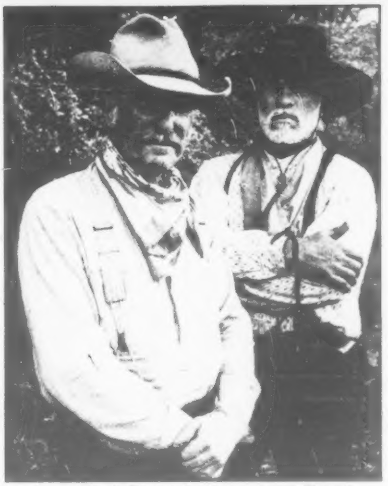
Tony Masucci, senior vice president, mini-series and motion pictures for television at NBC, said: "The standard for mini-series is four to six hours," and he expects that *War and Remembrance* will probably be the last of the longer-form mini-series. Masucci also disputed the traditional notion that mini-series don't perform well in May, especially those with a heavy dramatic theme, the logic being that when the weather improves and children get out of school, viewers tend to engage in more outdoor activities. "If you schedule something viewers want to see, they'll be there," he said, citing a recent two-parter on NBC which aired in late May. The program, *I Know My First Name is Steven*, was about a teenager who is returned to his family seven years after being kidnapped. The four-hour mini-series averaged a 39 share on the Sunday and Monday nights it aired.

Masucci also said he believed that period pieces continue to be viable themes, citing the ratings success of CBS's *Lonesome Dove*. "If the story is compelling enough, it doesn't really matter what the theme is. Besides, it's all really a crap shoot, and you just try to make them as good as possible and hope there's an audience."

ABC has announced three mini-series for next season with a fourth to be announced. Two of the series, Stephen King's novel "IT" and *The Kennedys of Massachusetts*, based on the book "The Fitzgeralds and the Kennedys," are six hours long, with *Small Sacrifices*, starring Farrah Fawcett, running four hours. Sabinson said *Small Sacrifices* is a probable candidate to air during the November sweeps, with *IT* and *The Kennedys of Massachusetts* probably airing after January of 1990 in either the February or May sweeps.

"IT," one of King's most popular novels, is the story of seven childhood friends who must return to the town where they grew up 30 years earlier to confront an evil force. *IT* will be directed by George Romero and is a Lorimar production.

The Kennedys of Massachusetts covers 55 years in the lives of the Kennedy clan. The cast includes Charles Durning, Annette O'Toole, William Petersen and Tracy Pollan. The mini-series is produced by Edgar J. Scherick Inc., in association with Commonwealth Productions Inc.


...and last season's 'Lonesome Dove'

CBS has two five-hour mini-series and a four-hour mini-series set for next season. *Family of Spies: The Walker Spy Ring*, currently in production in Los Angeles and Vienna, is the true story of John Walker Jr., who sells military secrets to the Soviets and eventually lures his best friend and several family members into the operation. The five-hour series is produced by Black Den Productions in association with Phoenix Entertainment Group, and stars Powers Boothe and Lesley Ann Warren.

The other five-hour mini-series is the adaptation of the Judith Krantz novel "Till We Meet Again." Starring Bruce Boxleitner, Courtney Cox, Barry Bostwick and Michael York, the mini-series is about three women and their lives during the first and second World Wars. This will be the fourth Krantz novel to be adapted as a mini-series on CBS, following *Scruples*, *Mistral's Daughter* and *I'll Take Manhattan*. The mini-series is produced by Steve Krantz Productions in association with Yorkshire Television.

The third, a four-hour mini-series, is called *Common Ground*, about desegregation in Boston and three families that are torn apart during the social upheaval in that city. NBC has announced seven mini-series for next season, but Masucci said the network may reduce that number to six. Of the seven announced series, only one, *Desperados: The Kiki Camarena Story*, is six hours long; the rest are four hours long. The lone six-hour series is based on the true story of a drug enforcement agent whose life and death reveal the greed, corruption and violence of South America's drug cartels and their links to members of the Mexican government. Produced by ZZY Inc. Productions, Michael Mann is executive producer. The cast includes Treat Williams, Steven Bauer, Craig T. Nelson and Elizabeth Pena.

Blind Faith, produced by NBC Productions, is based on the best-selling novel by Joe McGinnis about an affluent businessman in New Jersey who arranges to have his wife murdered.

Cross of Fire, starring John Heard and Mel Harris, is about a young women who dies at the hands of a Ku Klux Klan leader. Set in Indiana during the 1920's, the series is produced by Leonard Hill Films.

The Godfather Wars, inspired by actual events, is about a young Italian-American who becomes obsessed with apprehending members of a major mafia family, some of whom were childhood rivals. The series is produced by Daniel H. Blatt Productions.

People Like Us, based on a novel by Dominick Dunne, is about a journalist obsessed with avenging his daughter's murder. Chuck McLain is executive producer of the ITC Productions project.

Phantom of the Opera, written by Arthur Kopit, and based on the novel by Gaston Leroux, is the story of a masked figure who haunts the Paris Opera House and risks his life to win the heart of the woman he loves. *Phantom of the Opera* is produced by Saban/Scherick Productions.

The Rock Hudson Story chronicles the actor's life and his death from AIDS. Stan Margulies is executive producer for the PKE Productions mini-series. —SC

NBC wins, Fox debuts, in May market-by-market sweeps

Network makes it five in a row; Arbitron includes Fox Broadcasting in network daypart estimates

The old news in Arbitron's May market-by-market sweeps report was that NBC won again (BROADCASTING, March 6), its fifth sweeps victory and its 16th win in the last 17 tries. The "man bites dog" of that report, however, was that for the first time, audience for Fox Broadcasting programing was included head-to-head with ABC, CBS and NBC in network prime time daypart estimates.

According to Arbitron, it [illegible]s responding to requests by clients, who [illegible] increasingly buying and evaluating Fox as a network," the company said in an information sheet sent to client stations announcing the change. Arbitron spokeswoman Nan Myers said the company is "treating Fox as a network" in terms of the prime time daypart. "They [Fox] asked, and although they don't meet FCC definition [of a network], many agencies are buying them as a network," Myers said.

Fox-affiliated "independent" stations are identified as simply "FOX" (rather than IND, as are independents) in the listing of stations on the first page of the report. According to Arbitron, some independent Fox affiliates have requested that they be identified as FOX(IND), and it is considering adopting that dual identification in the July report.

The prime time network daypart tally for May showed NBC first in 129 markets (including 4 ties), down six from May 1988, when it recorded 135 wins, including four ties; CBS took 57 wins, with eight ties, one above last May's 56 wins, including seven ties; ABC had 25 wins, including four ties, compared with 27 wins and three ties in May 1988. In its initial outing, Fox programing was tops in three markets: Las Vegas; Great Falls, Mont., and Tuscaloosa, Ala.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday 7-11 p.m.). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary affiliation in market.

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ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Abilene-Sweetwater, Tex. (156)	14	14	**21**	—
Albany, Ga. (153)	4	—	**51**	10
Albany-Schenectady-Troy, N.Y. (53)	61	66	**68**	21
Albuquerque, N.M. (56)	48	41	**69**	18
Alexandria, La. (166)	6	—	**40**	—
Alpena, Mich. (211)	—	**5**	—	—
Amarillo, Tex. (116)	23	21	**24**	6
Anniston, Ala. (192)	—	**11**	—	—
Ardmore-Ada, Okla. (175)	15	**17**	14	—
Atlanta (12)	157	185	**231**	107
Augusta, Ga. (104)	34	**35**	25	—
Austin, Tex. (69)	37	**48**	38	21
Bakersfield, Calif. (145)	17	**19**	**19**	—
Baltimore (22)	134	123	**147**	46
Bangor, Me. (157)	14	21	**23**	—
Baton Rouge (93)	45	**48**	45	—
Beaumont-Port Arthur, Tex. (126)	26	**35**	34	—
Bend, Ore. (207)	—	—	**4**	—
Billings-Hardin, Mont. (164)	9	**15**	12	—
Biloxi-Gulfport-Pascagoula, Miss. (158)	**29**	—	—	10
Binghamton, N.Y. (136)	13	**38**	19	—
Birmingham, Ala. (47)	68	35	**105**	—
Bluefield-Beckley-Oak Hill, W.Va. (144)	14	—	**31**	—
Boise, Idaho (137)	17	15	**26**	13
Boston (6)	295	245	**340**	115
Bowling Green, Ky. (193)	**20**	—	—	—
Bristol, Va.-Kingsport-Johnson City, Tenn. (87)	17	41	**60**	11
Buffalo, N.Y. (38)	77	71	**100**	9
Burlington-Plattsburgh, Vt. (92)	12	38	**41**	—
Butte, Mont. (188)	5	**8**	6	—
Casper-Riverton, Wyo. (191)	—	5	**10**	—
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	40	32	**55**	1
Charleston, S.C. (108)	26	38	**42**	13
Charleston-Huntington, W.Va. (51)	54	62	**103**	35
Charlotte, N.C. (31)	79	**108**	57	50
Charlottesville, Va. (198)	—	—	**10**	—
Chattanooga (83)	37	41	**53**	9
Chynne, Wyo.-Scttsbiff, Neb.-String, Colo. (186)	—	**11**	—	—
Chicago (3)	424	295	**466**	194
Chico-Redding, Calif. (143)	**23**	19	18	—
Cincinnati (29)	89	96	**116**	65
Clarksburg-Weston, W.Va. (162)	—	**25**	20	—
Cleveland (11)	223	184	**237**	103
Colorado Springs-Pueblo (99)	32	29	**35**	12
Columbia, S.C. (86)	21	30	**73**	14
Columbia-Jefferson City, Mo. (151)	12	22	**25**	—
Columbus, Ga. (115)	**35**	30	17	10
Columbus, Ohio (33)	83	95	**123**	31
Columbus-Tupelo, Miss. (131)	7	31	**43**	—
Corpus Christi, Tex. (122)	**27**	22	25	—
Dallas-Fort Worth (8)	**236**	198	212	59
Davenport, Iowa-Rock Island-Moline, Ill. (79)	38	39	**52**	1
Dayton, Ohio (49)	57	**75**	64	26
Denver (19)	126	105	**158**	48
Des Moines (66)	37	52	**57**	13
Detroit (7)	235	204	**324**	156
Dothan, Ala. (159)	6	**35**	—	—
Duluth, Minn.-Superior, Wis. (123)	23	19	**25**	
El Centro-Yuma, Calif. (181)	5	4	**7**	—
El Paso, Tex. (102)	26	22	**33**	11
Elmira, N.Y. (169)	9		**15**	—
Erie, Pa. (141)	19	16	**34**	
Eugene, Ore. (120)	**22**	**22**	14	1
Eureka, Calif. (187)		**7**	**7**	
Evansville, Ind. (91)	42	30	**39**	19
Fargo, N.D. (109)	23	23	**26**	10
Flagstaff, Ariz. (205)	—	—	**6**	—
Flint-Saginaw-Bay City, Mich. (58)	62	31	**80**	24
Florence, S.C. (132)	16	**44**	—	—
Fort Myers-Naples, Fla. (98)	19	**38**	**38**	18
Fort Smith, Ark. (140)	17	**28**	20	—
Fort Wayne, Ind. (101)	**35**	32	**35**	14
Fresno-Visalia, Calif. (62)	45	43	**56**	40
Gainesville, Fla. (167)	**18**	—		
Glendive, Mont. (212)	—	**1**	**1**	—
Grand Junction, Colo. (179)	5	**10**	2	—
Grnd Rapids-Kalamazoo-Battle Crk, Mich. (37)	70	61	**85**	36
Great Falls, Mont. (182)	10	8	6	**11**
Green Bay-Appleton, Wis. (67)	57	46	**61**	14
Greensboro-Winston Salem-High Point, N.C. (48)	58	76	**82**	20
Greenville-New Bern-Washington, N.C. (106)	25	39	**56**	—
Greenville-Asheville-Spartanburg, S.C. (36)	71	88	**114**	27
Greenwood-Greenville, Miss. (170)	**17**	11	—	—
Hagerstown, Md. (196)	—	—	**17**	—
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	45	49	**99**	22
Harrisonburg, Va. (199)	**15**	—	—	—
Hartford-New Haven, Conn. (23)	93	**138**	92	61
Helena, Mont. (209)	—	—	**4**	—
Houston (10)	185	156	**197**	102
Huntsville-Decatur-Florence, Ala. (80)	30	45	**48**	14
Idaho Falls-Pocatello (160)	10	13	**16**	—
Indianapolis (26)	98	109	**120**	44
Jackson, Miss. (85)	21	54	**60**	12
Jackson, Tenn. (180)	**27**	—	—	2
Jacksonville, Fla. (57)	36	**68**	66	25
Johnstown-Altoona, Pa. (88)	11	48	**74**	13
Jonesboro, Ark. (176)	**25**	—	—	—
Joplin, Mo.-Pittsburg, Kan. (121)	26	25	**27**	—
Kansas City, Mo. (30)	85	**97**	91	45
Knoxville, Tenn. (60)	47	46	**67**	11
La Crosse-Eau Claire, Wis. (129)	16	23	**35**	3
Lafayette, Ind. (194)	—	**8**	—	—
Lafayette, La. (113)	31	**50**	—	14
Lake Charles, La. (173)	—	—	**33**	5
Lansing, Mich. (105)	—	38	**39**	—
Laredo, Tex. (199)	3	2	**4**	—
Las Vegas (94)	25	36	39	**43**
Laurel-Hattiesburg, Miss. (165)	—	6	**27**	—
Lexington, Ky. (75)	36	**55**	46	14
Lima, Ohio (187)	—	—	**15**	—
Lincoln-Hastings-Kearney, Neb. (95)	16	**37**	12	—
Little Rock, Ark. (55)	59	58	**76**	10
Los Angeles (2)	483	453	**632**	394
Louisville, Ky. (46)	46	77	**81**	27
Lubbock, Tex. (150)	12	18	**20**	8
Macon, Ga. (130)	17	**36**	20	—
Madison, Wis. (90)	30	**38**	37	17
Mankato, Minn. (208)	—	**10**	—	—
Marquette, Mich. (184)	—	**14**	—	—
McAllen-Brownsville, Tex. (114)	22	22	**23**	—
Medford, Ore. (152)	10	14	**27**	—
Memphis (41)	49	86	**113**	13
Meridian, Miss. (177)	**14**	6	5	—
Miami (14)	159	89	**160**	109
Milwaukee (28)	83	75	**112**	36
Minneapolis-St. Paul (13)	123	**152**	140	43
Minot-Bismarck-Dickinson, N.D. (148)	6	18	**24**	—
Missoula, Mont. (174)	13	10	**14**	—
Mobile, Ala.-Pensacola, Fla. (63)	44	67	**73**	19
Monroe, La.-El Dorado, Ark. (118)	12	**50**	30	—
Montgomery-Selma, Ala. (107)	12	29	**57**	14
Nashville (32)	71	112	**130**	21
New Orleans (35)	67	**107**	103	33
New York (1)	843	693	**949**	675
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	59	73	**84**	26
North Platte, Neb. (210)	—	—	**6**	—
Odessa-Midland, Tex. (146)	19	**20**	**20**	5
Oklahoma City (39)	57	83	**90**	26
Omaha (72)	50	39	**54**	18
Orlando-Daytona Beach-Melbourne, Fla. (25)	112	103	**143**	56
Ottumwa, Iowa-Kirksville, Mo. (204)	**14**	—	—	2
Paducah, Ky.-Cape Girardeau, Mo. (76)	28	54	**58**	12
Palm Springs, Calif. (178)	**8**	—	**8**	—
Panama City, Fla. (171)	13	—	**24**	1
Parkersburg, W.Va. (183)	—	—	**8**	—
Peoria-Bloomington, Ill. (110)	27	23	**35**	13
Philadelphia (4)	375	315	**424**	175
Phoenix (20)	103	117	**123**	53
Pittsburgh (16)	**170**	167	163	53
Portland, Ore. (27)	79	85	**100**	29
Portland-Poland Spring, Me. (73)	41	35	**49**	11
Presque Isle, Me. (203)	—	7	**8**	—
Providence, R.I.-New Bedford, Mass. (44)	69	59	**92**	15
Quincy, Ill.-Hannibal, Mo. (154)	—	22	**25**	—

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Raleigh-Durham, N.C. (34)	82	**87**	48	31
Rapid City, S.D. (168)	**17**	3	12	—
Reno (119)	**22**	16	21	10
Richmond, Va. (61)	55	**65**	62	24
Roanoke-Lynchburg, Va. (70)	32	**59**	52	6
Rochester-Austin, Minn.-Mason City, Iowa (147)	18	13	**20**	—
Rochester, N.Y. (71)	46	44	**51**	21
Rockford, Ill. (139)	24	25	**31**	9
Roswell, N.M. (195)	—	**10**	—	—
Sacramento-Stockton, Calif. (21)	102	105	**147**	85
St. Joseph, Mo. (189)	**13**	—	—	—
St. Louis (18)	110	142	**192**	40
Salinas-Monterey-San Jose, Calif. (111)	34	16	**35**	10
Salisbury, Md. (163)	11	**23**	12	—
Salt Lake City (40)	59	59	**79**	18
San Angelo, Tex. (190)	—	**10**	—	2
San Antonio, Tex. (43)	61	69	**87**	22
San Diego (24)	87	**92**	85	58
San Francisco-Oakland-San Jose (5)	233	219	**256**	222
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)	**20**	16	18	—
Sarasota, Fla. (155)	**19**	—	—	—
Savannah, Ga. (103)	14	**40**	33	6
Seattle-Tacoma (15)	131	103	**160**	55
Shreveport, La.-Texarkana, Tex. (65)	52	59	**64**	14
Sioux City, Iowa (128)	23	8	**29**	—
Sioux Falls-Mitchell, S.D. (100)	30	**37**	19	2
South Bend-Elkhart, Ind. (84)	37	44	**60**	—
Spokane, Wash. (77)	40	37	**47**	15
Springfield, Mass. (96)	30	—	**42**	—

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Springfield, Mo. (82)	[illegible]	[illegible]	56	[illegible]
Springfield-Decatur-Champaign, [illegible]	[illegible]	[illegible]	54	[illegible]
Syracuse, N.Y. (68)	[illegible]	[illegible]	58	
Tallahassee, Fla.-Thomasville, Ga. [illegible]	[illegible]	48	[illegible]	
Tampa-St. Petersburg-Sarasota [illegible]	[illegible]	[illegible]	222	[illegible]
Terre Haute, Ind. (125)		[illegible]	35	
Toledo, Ohio (64)		[illegible]	83	[illegible]
Topeka, Kan. (136)		24		
Traverse City-Cadillac, Mich. [illegible]		36		
Tucson, Ariz. (81)	[illegible]	[illegible]	44	[illegible]
Tulsa, Okla. (54)	63	53	63	[illegible]
Tuscaloosa, Ala. (185)		[illegible]		24
Twin Falls, Idaho (202)		6		
Tyler-Longview, Tex. (124)	34			
Utica, N.Y. (161)			24	
Victoria, Tex. (206)			9	
Waco-Temple, Tex. (97)		44	[illegible]	
Washington (9)	[illegible]	[illegible]	237	[illegible]
Watertown-Carthage, N.Y. [illegible]		18		
Wausau-Rhinelander, Wis. [illegible]	[illegible]	28		
West Palm Beach-Ft. Pierce-Vero Beach [illegible]	[illegible]	[illegible]	87	[illegible]
Wheeling, W.Va.-Steubenville, Ohio [illegible]		[illegible]	35	
Wichita-Hutchinson, Kan. (59)		53		
Wichita Falls, Tex.-Lawton, Okla. [illegible]	[illegible]	[illegible]	33	[illegible]
Wilkes Barre-Scranton, Pa. [illegible]	76		[illegible]	[illegible]
Wilmington, N.C. (149)	[illegible]		34	
Yakima, Wash. (127)		23	23	
Youngstown, Ohio (89)		[illegible]	50	
Zanesville, Ohio (201)			9	

Syndication■Marketplace

Trial By Jury, a new daily half-hour first-run series hosted by Raymond Burr, has been cleared in 100 markets, including all of the top 10 markets. The barter strip (distributed by **Viacom**) has been sold to NBC O&O's in New York (WNBC-TV), Chicago (WMAQ-TV), Washington (WRC-TV) and Cleveland (WKYC-TV). It has also cleared with Cox, Meredith, Fox, Chris-Craft, Hearst, LIN, Viacom and Bonneville station groups. Premiering Sept. 11, the series will dramatize court cases, with Burr guiding viewers through each program, setting up the case, highlighting key testimony, and summarizing evidence. At the conclusion of each trial, a jury will arrive at a verdict. *Trial By Jury* is a dick clark production in association with Bob Stewart Productions.

□

MCA TV's *Lassie*, the new, weekly half-hour series for first-run syndication that marks the return of the world's most beloved Collie, has been cleared in 142 markets representing 95% of the U.S. The canine drama has cleared all of the 60 top markets, including 95 of the top 100, and is slated for a premiere this fall. Lassie stars Dee Wallace Stone ("E.T."), Christopher Stone, Will Nipper and Wendy Cox, as well as a seventh-generation descendant of the original television Collie. Jon Provost, who portrayed "Timmy" when the original series aired from 1957-64, has a recurring role in the new series. *Lassie*, an Al Burton Production, is a co-venture of Palladium Entertainment and MCA TV.

□

The Video Store, a television program created exclusively for the more than 150 million VCR owners in the U.S., has been given a firm go to air beginning this fall. Co-distributors **All American Television** and **MG Perin Inc.** announced that the weekly half-hour series has cleared 65% of the country and all of the top 10 markets, including WNBC-TV New York, WPWR(TV) Chicago, KNBC-TV Los Angeles, KYW-TV Philadelphia, WBZ-TV Boston and KPIX(TV) San Francisco. Co-hosts (yet to be named) will feature the latest information on the hottest video releases, classic "oldies," "sleeper" video feature films, alternative viewing choices and children's programing. *The Video Store* is produced by Bluebonnet Productions, and is being offered to stations on a barter basis (3½ minutes local and 3 minutes national commercial time). In related news, All American also announced that *Crime Stoppers 800* added WNBC-TV to its list of 65 stations set to clear the show for fall 1989.

Genesis Entertainment has sold *The Best of the National Geographic* through the 1993-94 syndication season on 115 TV stations representing 81.7% of the country. Stations committing to the programs for a six-year cash license period are WWOR-TV New York, WTTW(TV) Chicago, WJLA-TV Washington, WSB-TV Atlanta, WWL-TV New Orleans and KOIN-TV Portland, Ore. As part of the 1990 TV season, *The Best of the National Geographic* will celebrate its 25th year on television. Genesis also announced that it has awarded the barter sales for *The Byron Allen Show* to Television Program Enterprises. TPE sells the national advertising time for barter shows including *Star Search*, *Lifestyles of the Rich and Famous* and *Entertainment Tonight*.

Buena Vista Television has cleared 90% of the U.S. TV market and all of the 30 top ADI's for the upcoming *Walt Disney World 4th of July Spectacular*. The two-hour prime time barter offering will broadcast live (8-10 p.m. ET) from Walt Disney World in Orlando, Fla. The first annual event in 1988 had an original 94% clearance rate with a 7.2 national rating, and beat ABC's 6.4 rating and 99% clearance with its *Starspangled Celebration*, according to a Disney spokeswoman. Tribune Broadcasting System is renewing the show for all six of its O&O stations (covering the top three markets), and six Fox-owned stations have run the tally to 120 stations in the fold.

This year's July 4th celebration will premiere nationally televised tours of two newly opened Walt Disney World attractions—Pleasure Island, the nighttime entertainment district, and Typhoon Lagoon, a state-of-the-art water theme park. NBC's *Today* show weatherman Willard Scott and Gretchen Carlson, Miss America 1989, will host coverage of the Walt Disney Parades. Entertainers include the Temptations, the pop-rock group New Kids on the Block and gospel singer Sandi Patti.

DLT Entertainment Ltd.'s *The Mystery Wheel of Adventure* movie package has been cleared in all of the top 30 markets and has reached a 70% clearance level in the U.S., the company announced. The feature package, premiering this fall, include six movies based on Leslie Charteris's novels featuring *The Saint* and adaptations of Dick Francis's mystery novels, including "Blood Sport," "Twice Shy" and "In the Frame." Another pre-sold international feature will be announced shortly.

$30 million ad blitz planned for 'Chip 'N Dale'

Buena Vista Television will launch new children's show with advertising campaign 'unprecedented' in scope

Buena Vista Television (BVT) said last week it would launch its new children's show, *Chip 'N Dale's Rescue Rangers*, with a $30 million marketing campaign, including a nationwide electronic and print media advertising blitz, promotional contests, merchandising tie-ins with two big advertisers—McDonald's and Kellogg's—as well as marketing and promotional tie-ins with the various Disney theme parks.

Buena Vista executives, speaking to reporters in New York last week, also revealed plans to reduce the clutter of credits and some local commercial time between *Chip 'N Dale* and its companion show, *Duck Tales*, to create a so-called "seamless flow" of programing throughout the one-hour block.

Chip 'N Dale, premiering in September, is the second program in a planned two-hour block of animated children's shows BVT is developing under the *Disney Afternoon* banner. The first program in the *Duck Tales* block, launched two seasons ago, is currently the number-one children's program. Two additional half-hour shows are scheduled to debut in syndication in the fall of 1990, *Tale Spin* and *Gummi Bears*, completing the *Disney Afternoon* schedule.

Carole Black, BVT senior vice president, marketing, said the marketing campaign, which the company called "unprecedented" in scope, is designed to get *Chip 'N Dale* sampled by viewers. And with what most assume will be a strong lead-in from top-ranked *Duck Tales*, the two shows will "form the cornerstone" of *Disney Afternoon* in 1990, said Black.

New prime time record: 52 weekly wins for NBC

NBC set another all-time record for prime time ratings wins, taking 52 consecutive weeks as the number one network. For the year ended June 18 (week nine of the 1989 summer season), NBC finished with a 14.4 rating and a 25 share for all prime time telecasts. CBS and ABC tied for second place, each posting an 11.6/20 for the same period. NBC's winning spread was slightly greater in terms of ratings for regular series broadcasts; here, NBC posted a 14.5/25 over CBS's 11.8/20 and ABC's 11.7/20, according to Nielsen figures.

This record-setting win complements NBC's fourth consecutive season win—along with its fourth sweeps victory.

Over the course of the year, NBC had the top ranked program 31 weeks. The network finished in first place on 196 nights, and took second place on 105 nights. The nightly wins were Monday, Wednesday, Thursday and Saturday.

□

For the week ended June 18, week 39 of the 1988-89 season, NBC won with an 11.6/22.2. CBS followed with a 10.2/19.5, and ABC had a 9.2/17.5. ABC's repeat broadcast of *Roseanne* took the top slot with a 19.1/31. A repeat of *Cheers* on NBC came in second with an 18/32. The final game of the NBA finals (L.A. Lakers vs. Detroit Pistons) ranked fourth for the week, giving CBS a 17.4/31 for the telecast. Fox's top program for the week, *Married...With Children*, pulled in an 8.6/17 to rank 45th.

On Sunday night, the top-ranked movie was NBC's *Perry Mason: The Case of the Murdered Madame*, which ranked fifth with a 16.7/30. The CBS Sunday movie, *Deadly Care*, ranked 32d with an 11.5/20. ABC's movie, the theatrical "Star Trek II: The Wrath of Khan," garnered an 11.1/20.

In evening news, ABC's *World News Tonight* and the CBS Evening News tied for first place with a 9.3/20, followed by the *NBC Nightly News*' 8.6/19.

NBC took three nights during the week, Wednesday, Thursday and Saturday. ABC took Tuesday and Friday, while CBS won Monday and Sunday.

Nielsen		Net	
1	19.1/31	A	Roseanne
2	18.0/32	N	Cheers
3	17.6/34	N	Cosby Show
4	17.4/31	C	NBA Finals, game 4
5	16.7/30	N	NBC Sunday Movie
6	16.1/31	N	Different World
7	15.9/33	N	Empty Nest
8	15.7/28	N	Dear John
9	15.3/33	N	Golden Girls
10	15.1/26	C	Newhart
11	15.1/28	N	Unsolved Mysteries
12	15.0/26	A	Wonder Years
13	14.9/25	C	Designing Women
14	14.7/30	C	Murder, She Wrote
15	14.3/23	A	Have Faith
16	14.3/26	A	Who's the Boss?
17	13.9/24	N	Matlock
18	13.7/24	N	Night Court
19	13.5/23	C	Murphy Brown
20	13.1/32	C	60 Minutes
21	12.9/26	A	20/20
22	12.9/24	N	L.A. Law
23	12.8/24	N	ALF
24	12.7/27	N	Hunter
25	12.6/21	N	In the Heat of the Night
26	12.1/23	A	Growing Pains
27	12.1/23	C	Doctor, Doctor
28	12.0/21	N	Hogan Family
29	11.9/26	A	Full House
30	11.7/20	C	Jake and the Fatman
31	11.6/20	N	My Two Dads
32	11.5/20	C	CBS Sunday Movie
33	11.4/24	A	Mr. Belvedere
34	11.3/23	A	Just the Ten of Us
35	11.1/20	A	ABC Sunday Movie
36	11.1/20	C	CBS Thursday Movie
37	11.0/20	A	Head of the Class
38	10.8/20	N	Miami Vice
39	10.7/24	A	Perfect Strangers
40	10.5/19	A	MacGyver
41	10.0/18	A	thirtysomething
42	9.6/22	N	Amen
43	9.3/16	N	NBC Monday Movie
44	8.8/18	C	CBS Friday Movie
45	8.6/17	F	Married...With Children
46	8.5/15	A	ABC Monday Movie
47	8.4/15	C	Heartland
48	8.3/16	C	Wiseguy
49	8.3/18	F	America's Most Wanted
50	8.1/16	C	48 Hours
51	8.0/15	C	Kate and Allie
52	7.9/14	N	Destined to Live
53	7.8/19	N	227
54	7.7/14	A	China Beach
55	7.7/17	N	Highway to Heaven
56	7.3/16	N	Family Ties
57	7.2/15	N	NBC Movie of the Week
58	7.1/13	C	Hard Time on Planet Earth
59	7.0/12	A	Hooperman
60	6.8/13	N	Day by Day
61	6.6/12	C	Tour of Duty
62	6.5/14	A	ABC Thursday Night Baseball
63	6.5/14	C	West 57th
64	6.0/13	A	North and South Book II, part 6
65	6.0/10	A	Robert Guillaume Show
66	5.9/12	C	Tour of Duty
67	5.7/13	C	Beauty and the Beast
68	5.4/13	A	Mission Impossible
69	5.4/13	C	Paradise
70	5.4/13	N	Magical World of Disney
71	5.0/12	F	21 Jump Street
72	4.8/12	F	Cops
73	4.6/11	A	Incredible Sunday
74	4.0/7	F	Garry Shandling's Show
75	4.0/9	F	Reporters
76	3.8/8	A	Have Faith
77	3.5/6	F	Tracey Ullman Show
78	3.1/5	F	Duet
79	2.7/6	F	Beyond Tomorrow

Syndication * Scorecard

(Week ending June 11)

Rtg.		Show	Stns.	Covg.
1.	12.3	Wheel of Fortune, syn.	226	98
2.	11.1	Jeopardy!	208	97
3.	9.2	Cosby Show	197	97
4.	8.2	Oprah Winfrey Show	213	99
5.	8.1	Star Trek	233	97
6.	7.6	Wheel of Fortune, wknd	195	88
7.	6.6	A Current Affair	149	91
8.	6.6	Entertainment Tonight	166	94
9.	5.9	MCN Awards, 23d Annual	144	91
10.	5.8	People's Court	187	94
11.	5.6	Cousteau, special	144	92
12.	5.5	Donahue	225	99
13.	5.2	Geraldo	197	98
14.	5.1	Mama's Family, syn	190	91
15.	4.9	Friday the 13th	216	95

The following programs are included, but not ranked:

9.3	National Baseball Network	75	88
8.4	World Wrestling Fed.	235	96

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C1250-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 3

The dawn of a new champion.
(To get the whole picture, turn the page!)

58th Year 1989

Upfront buying takes off

How to save AM

Broadcasting Jul 3

Vol. 117 No. 1

Upfront gains strength... Across all dayparts total amount of upfront sales approaches billion more dollars than were sold last year. **PAGE 19.**

Any hope for AM radio?... There are plenty of ideas for reviving AM service, but some feel it may be too little too late. **PAGE 20.**

Focus on First Amendment... BROADCASTING looks at recent string of Supreme Court decisions in which First Amendment prevails. What do court's actions mean for broadcasting? **PAGE 25.**

22/ **OFFICIAL WORD**
White House announces that President Bush intends to nominate Alfred Sikes to FCC and would designate him chairman.

Sikes

22/ **TELCO-TV DIALOGUE**
Telephone and broadcast representatives meet in St. Louis for "exploratory" discussion of telcos' desire to provide video services.

23/ **'FEUD' FEUD**
LBS's move to replace promotional considerations at end of its TV game show *Family Feud* with two additional ads angers stations that clear show.

23/ **NEW SPIN FOR KING WORLD**
Nielsen's May Cassandra books show continuing erosion of King World's *Wheel of Fortune*, but continued climb of its other show, *Jeopardy!*.

24/ **REP SALE**
Atlanta-based Mutual Telesales buys Independent Television Sales, five-year-old rep firm catering to independent TV stations.

30/ **FOXY START**
Fox Broadcasting Co. will roll out part of its new season schedule this summer, hoping to build audience loyalty for fall debut of rest of new offerings.

31/ **SKATING CLEAR**
Qintex's syndicated *Rollergames*—roller derby set to music—clears in 95% of country.

34/ **GETTING CREATIVE**
BPME/BDA seminar in Detroit draws largest crowd to date, as attendees get advice on promoting stations and maintaining ethical standards in ads.

30/ **'BOSS' PUSH**
Columbia Pictures Television unveils ad and promotion campaign for off-network premiere of *Who's the Boss?*

'Who's the Boss?'

36/ **SKY BUY**
ESPN buys four C-band transponders on two future Hughes Communications satellites for 1991 and 1993.

40/ **HILL ACTION**
Senator Ernest Hollings introduces bill to boost U.S. electronic industry, and Representative John Dingell plans legislation to reallocate spectrum.

42/ **FREE FOR THE ASKING**
More organizations, corporations, universities and associations offer radio stations free news and information spots.

46/ **MONTREUX MINUTES**
Sessions on fiber optic technology and standardizing broadcast equipment are among highlights of second half of International Television Symposium in Montreux, Switzerland.

48/ **SHOPPING SPREE**
QVC Network offers cash and stock for CVN Companies If completed, purchase would create formidable competitor to Home Shopping Network.

49/ **PLUGGING IN**
In effort to eliminate paperwork in spot advertising process, advertisers and stations plan three tests of electronic invoicing.

71/ **TECHNICAL VIEW**
As head of NAB's science and technology department, Michael Rau sees technical decisions as similar to "one-way ratchets"—they've got to be right from start.

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Where Things Stand

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Cable Regulation

■ Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services. Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing in April, where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April: one would restore city authority to regulate rates while other would require cable programers (particularly those in which cable operators have interest) to make their programing available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee took close look at issue of vertical integration within cable industry during series of hearings it convened on concentration of ownership within media (BROADCASTING, June 19, 26). No immediate Senate action is expected from those hearings, although it was clear there is growing concern among subcommittee members about cable's market power.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes.

National League of Cities and United States Conference of Mayors have adopted resolutions calling on Congress to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. League has assigned action on cable legislation low priority, but group of mayors has scheduled July 31 meeting in New York to plot legislative strategy.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's [1]**	**TOTAL ***
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Children's Television

A bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, bill that would establish $10 million endowment for children's programing was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

Senator Tim Wirth (D-Colo.) has offered legislation that would require broadcasters to provide programing "specifically designed" for children, as condition for license renewal. Wirth's measure is far more regulatory than House bill.

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

Continues on page 12

July 19—*Society of Broadcast Engineers, chapter 15,* lectures on television and FM transmitter noise and C-language application software for FM and terrain data bases. WQXR auditorium, 229 West 43rd St., New York. Information: David Bialik, (212) 752-3322.

■ **July 19**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency.* Hyatt Regency, San Francisco. Information: Anna Johnson, (212) 779-4360.

■ **July 19-21**—*Colorado Cable Television Association* annual convention. Marriott's Mark Resort, Vail, Colo.

July 20-22—*South Carolina Broadcasters Association* summer convention. Westin International hotel, Hilton Head, S.C.

July 21—*Television Critics Association* "TCA Day," during annual press tours. Los Angeles.

■ **July 21**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency.* Marriott, San Diego. Information: Anna Johnson, (212) 779-4360.

July 22-24—*NBC* press tour, during *Television Critics Association* press tour. Los Angeles.

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists.* Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

July 24-27—"Stereo audio for broadcast," workshop sponsored by *National Public Radio.* Denver. Information: (202) 822-2730.

July 25-27—*PBS* press tour, during annual *Television Critics Association* press tour. Los Angeles.

July 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herbert Schmertz, president, The Schmertz Co. Copacabana, New York.

■ **July 26**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency.* Omni International, Miami. Information: Anna Johnson, (212) 779-4360.

■ **July 27**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency.* Sheraton Memphis, Memphis. Information: Anna Johnson, (212) 779-4360.

July 27-29—*Louisiana Association of Broadcasters* radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 27-29—*Idaho State Broadcasters Association* annual convention. Among speakers: National Association of Broadcasters President Eddie Fritts and Westwood One President Bill Battison. Sun Valley, Idaho.

July 28—Syndital, annual press preview of first-run TV programing held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

■ **July 28-30**—*North Carolina Association of Broadcasters* summer meeting. Radisson, Myrtle Beach, S.C. Information: (212) 821-7300.

July 31—10th annual radio script contest, sponsored by *Midwest Radio Theater Workshop.* Information: (312) 874-1139.

Errata

American Public Radio's ***Marketplace*** **is produced by Pacific Public Radio,** not by Pacifica Foundation, as reported in May 15 story. Also, Corporation for Public Broadcasting support of that program is less than 10%, not 80%-90% as reported.

□

WROV(AM) Roanoke, Va.'s license—not WROV(FM) Roanoke as reported in June 19 "For the Record"—**was renewed**, subject to reporting conditions and $5,000 forfeiture.

□

June 5 **Top 100** report failed to include **Heritage Media** (formed in August 1987 as employe buyout of broadcast properties of **Heritage Communications**). Company derives 100% of revenues ($46.5 million) from communications industry and ranked 89th in Electronic Communications Index revenues for 1988 and 94th in total revenues for same period. Dallas-based company has no relation to Los Angeles-based Heritage Entertainment.

August

Aug. 1—Deadline for television programs and music video entries in International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

■ **Aug. 4**—Deadline for entries in 24th annual Gabriel Awards, honoring "excellence in broadcast programs which serve listeners through the positive, creative treatment of issues of concern to humankind," sponsored by *Unda-USA, National Catholic Association for Broadcasters and Communicators.* Information: (513) 429-2663.

Aug. 5-7—55th annual *Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

■ **Aug. 6-8**—*Cable Television Laboratories* first technical planning seminar, "Fiber Optics: Strategy, Tactics, Implementation." Clarion hotel, Boulder, Colo. Information: (303) 939-8500.

Aug. 10-12—*Michigan Association of Broadcasters* annual convention. Shanty Creek, Bellaire, Mich.

Aug. 10-13—*Association for Journalism and Mass Communication* convention. Washington. Information: Ken Keller, (618) 536-7555.

■ **Aug. 10-13**—*North Carolina Cable Television Association* annual meeting. Pinehurst hotel and country club, Pinehurst, N.C.

■ **Aug. 11**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency.* Washington Hilton, Washington. Information: Anna Johnson, (212) 779-4360.

■ **Aug. 12**—*Texas AP Broadcasters* seminar, "Covering East Texas." Holiday Inn Southeast Crossing, Tyler, Tex. Information: (214) 991-2100.

Aug. 15—Deadline for entries in Women at Work Broadcast Awards, recognizing "outstanding radio and television programing about working women's issues," sponsored by *National Commission on Working Women.* Information: (202) 737-5764.

■ **Aug. 16-20**—*National Association of Black Journalists* annual convention. New York Hilton and Towers, New York. Information: (703) 648-1270.

Aug. 17-18—*Arkansas Broadcasters Association* annual convention. Arlington hotel, Hot Springs, Ark.

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 18-19—*Utah Broadcasters Association* annual convention and awards banquet. Park City, Utah.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott hotel, Chicago.

■ **Aug. 22**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency.* Stouffer Tower City, Cleveland. Information: Anna Johnson, (212) 779-4360.

September

Sept. 6—*USA Network* local ad sales seminar. Embassy Suites, Denver. Information: (213) 277-0199.

Sept. 7—*USA Network* local ad sales seminar. Remington hotel, Houston. Information: (213) 277-0199.

Sept. 7—*USA Network* local ad sales seminar. Sheraton Grand hotel at Dallas/Fort Worth airport, Dallas. Information: (213) 277-0199.

Sept. 8-11—*National Association of Telecommunications Officers and Advisers* ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

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Sept. 11-13—*Wireless Cable Association* convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7283.

Sept. 12—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 15—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

Open Mike

Believer

EDITOR: Thank you for your brief section on religious formatted stations in the June 12 issue of BROADCASTING. However, you touched on only one small segment of this format.

The real growth in Christian radio over the last few years and into the foreseeable future has and will be with the "full service" Christian radio stations—stations that have consistent music formats (gospel, contemporary, MOR, etc.) but also offer their listeners the best in news, weather and other needed information. In turn, these stations have a very marketable product that is attractive to local advertisers. Even though many religious radio stations may not have the numbers, they consistently can deliver an extremely loyal and responsive audience.

Religious radio is alive and well! After all, what other format has the Answer for the complex problems as we face the 21st century?—*David Eshleman, president, DME Associates, Harrisonburg, Va.*

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Transmission problem

EDITOR: We read with interest your "Detour" editorial of May 29 and also John Sie's response in the June 19 "Open Mike" column. I would like to add a few comments on the subject:

Mr. Sie proposes that we settle for an interim fix to NTSC, on the premise that it will block a foreign technology while we Americans develop a digital system. I would assume that he suggests SuperNTSC as such an interim fix. While I have the greatest respect for Mr. Faroudja, the creator of SuperNTSC, I strongly dispute his and Mr. Sie's claim that it is "as good as" 35mm film, the reference standard for ATV picture quality. Perhaps as good as 16mm film, but definitely a far cry from 35mm, and I believe my point can be demonstrated easily by simply comparing SuperNTSC images to those produced by a generic 1,125/60 VTR. Even with the luminance bandwidth of the analog VTR limited to 20 mhz or so, it is simply no contest. Furthermore, the results become even more lopsided if the SuperNTSC aspect ratio is reshaped into the improved 5:3 or 16:9 form that the 1,125 signal already has.

Mr. Sie also states that what we truly need is a fully digital ATV system. We and virtually every other ATV proponent completely agree that the encoder and decoder parts of the chain should be digital, simply because digital processing is the easiest way to handle the complex pixel manipulations required of any system, including our own HD-NTSC protocol.

But where I would disagree with Mr. Sie is on the need also for a digital method of transmission. This notion seemed to surface initially in an article in *Forbes* a few months ago, but most experts in the industry regard this as a red herring. I am convinced that, one day, we will, of course, have a really nifty system that not only sends pictures to the home (and vice versa) but also allow the viewer to order merchandise from a home shopping channel via brain waves as well as cook the dinner and answer the door from the comfort of one's living room couch. But let's not lose sight of the fact that, while virtually all things are *possible*, that doesn't make them *practical* or even *useful*. Please, everyone, let's reach for the stars while keeping our feet on the ground.—*Richard J. Iredale, president, The Del Rey Group, Thousand Oaks, Calif.*

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story, and the sitcom as a 9 p.m. comedy for adults. Sohmer said he is marketing both as mid-season replacements for next season.

Sohmer, who is also president of Steve Sohmer Inc., already has one series slated for the networks under the SSI label. *Mancuso, FBI*, starring Robert Loggia, will debut on NBC in the fall on Friday at 10-11 p.m. Future projects produced by SSI will be developed through Nelson Television.□

On board

In an effort to better represent the marketplace, the NATPE board, beginning in 1990, will include station managers for the first time, according to new NATPE Chairman Lon Lee. While adding additional station managers over the next three years, the overall number of board members will be reduced from the current 22 members to 17 in 1992.

Sweeps provide few keys to syndication schedules

Syndicated sweeps numbers show no big winners or losers

While many stations were hoping the performance of some key syndication shows in the May sweeps would be decisive in terms of setting next fall's new schedules, for the most part the results in May were inconclusive, with no big winners or losers.

"I think that a lot of stations that were waiting for the May books to tell them what to do don't have any more idea now than they did after the February books," said Matt Shapiro, vice president, director of programing, MMT Sales Inc.

Shapiro noted slight gains by two access shows that have been struggling to remain competitive, *Inside Edition* and *Family Feud*. He also noted that *Jeopardy!* improved slightly and that *Wheel of Fortune* was basically flat. "But when a program moves only a slight bit one way or the other it's difficult to make a scheduling decision" based on that movement, he said.

Dick Kurlander, vice president, director of programing, Petry Television, reported that *USA Today* was down one share point from February, with an average rating in prime access of 8/15. *A Current Affair* also had an 8/15 in access time periods, but was up three share points in key women demographics and looking "very strong," said Kurlander.

Inside Edition was up two share points in access from February to May with an 8/16. *Entertainment Tonight* was basically flat from February to May, but up significantly year to year through May 1989, with a 9/16. "But the key point is that the range in performance from show to show in access is very small," said Kurlander.

Wheel of Fortune repeated once again as the number one program in syndication with a 15/33 rating, which was flat compared to February. But year-to-year, the program has fallen off two share points, and key female demographics were down 15% compared to February. *Jeopardy!*, meanwhile, continues to grow. The show was up a share point in May to a 15/29 in access.

In the talk show arena, *Oprah Winfrey* and *Donahue* were both down one share point from February to May, while *Geraldo* was down two share points. *Regis and Kathie Lee* gained a share, with a 4/18. "It's nice to see room for a noncontroversial program to succeed," Kurlander said of the last.

In the children's category, Buena Vista's *Duck Tales* remains the dominant show, with an 11/42 among children 2-11 in May. *Double Dare*, the children's game show, continues to struggle. In May *Double Dare* recorded a 4/24 among kids 2-11, falling six share points over the past year. □

Week 40 nets 27.7 million; CBS wins news

For the prime time week ended June 25, the big three averaged a combined 30.6 rating, down 0.4 rating points from the previous week. Their combined share of the viewing audience was a 59.7, up slightly from week 39's 59.2. Out of 79 programs broadcast during the week, 68 of them were repeats, including nine for Fox.

NBC won the week with a 12.3 rating and a 24 share. CBS finished second with a 9.3/18.1, while ABC scored a 9.0/17.6. In the evening news race, the *CBS Evening News* pulled in a 9.2/20. ABC's *World News Tonight* had a 9.0/20 and the *NBC Nightly News* grabbed an 8.5/19.

CBS ranked second for the week in prime time households, and with viewers aged two-plus. But in the two categories of women and men, 18-49, ABC placed second. NBC had an 8.0 rating with women 18-49, while ABC had a 5.8 and CBS had a 5.4. For men, NBC's winning rating was a 5.8. ABC's second-place number was a 5.0, while CBS's average was a 4.3.

ABC's *Roseanne* was the top-ranked program for the week with an 18.2/32, the only program for that network to rank in the top 10 (see chart). CBS's top show for the week, *Murder, She Wrote*, ranked 10th with a 14.9/29. NBC grabbed the other eight slots.

Nielsen		Net	
1.	18.2/32	A	Roseanne
2.	17.5/33	N	Cheers
3.	17.3/32	N	Dear John
4.	16.2/34	N	Cosby Show
5.	16.1/36	N	Golden Girls
6.	15.8/31	N	Different World
7.	15.5/27	N	NBC Sunday Movie
8.	15.1/29	N	L.A. Law
9.	15.0/32	N	Empty Nest
10.	14.9/29	C	Murder, She Wrote
11.	14.6/27	A	Wonder Years
12.	14.3/25	C	CBS Sunday Movie
13.	14.2/27	N	Matlock
14.	14.1/27	A	Who's the Boss?
15.	14.0/24	N	NBC Monday Movie
16.	13.9/31	C	60 Minutes
17.	13.4/24	A	Coach
18.	13.4/24	N	Night Court
19.	13.1/23	N	In the Heat of the Night
20.	13.0/25	N	Unsolved Mysteries
21.	12.8/27	N	Hunter
22.	12.6/21	C	Designing Women
23.	12.6/22	C	Newhart
24.	12.6/24	N	Midnight Caller
25.	12.4/22	N	My Two Dads
26.	12.2/24	A	Growing Pains
27.	12.1/23	A	Head of the Class
28.	11.8/21	C	Jake and the Fatman
29.	11.8/21	C	Murphy Brown
30.	11.6/21	N	Hogan Family
31.	11.4/22	N	ALF
32.	11.3/26	N	Amen
33.	11.2/25	A	Full House
34.	10.9/21	A	MacGyver
35.	10.9/22	A	20/20
36.	10.7/23	A	Mr. Belvedere
37.	10.5/25	A	Perfect Strangers
38.	10.4/18	A	ABC Monday Movie
39.	10.4/19	C	Doctor, Doctor
40.	10.1/21	A	Just the Ten of Us
41.	10.0/20	C	CBS Friday Movie
42.	10.0/19	N	Miami Vice
43.	9.4/17	A	ABC Sunday Movie
44.	9.4/18	A	thirtysomething
45.	9.2/17	A	China Beach
46.	9.1/22	N	227
47.	9.0/17	C	Kate and Allie
48.	8.9/16	C	Heartland
49.	8.9/17	C	Songwriter's Hall of Fame
50.	8.8/18	F	America's Most Wanted
51.	8.7/16	C	Wiseguy
52.	8.7/18	N	NBC Friday Movie
53.	8.0/15	F	Married...With Children
54.	8.0/15	N	Day by Day
55.	7.8/14	A	Hooperman
56.	7.4/16	C	West 57th
57.	7.4/15	N	Family Ties
58.	7.3/17	N	Highway to Heaven
59.	7.1/13	A	Robert Guillaume Show
60.	6.9/12	C	CBS Tuesday Movie
61.	6.8/14	C	48 Hours
62.	6.3/12	A	ABC Thursday Baseball
63.	6.1/12	C	Hard Time on Planet Earth
64.	5.8/14	A	Mission: Impossible
65.	5.6/13	N	Magical World of Disney
66.	5.5/12	A	Incredible Sunday
67.	5.5/13	C	Beauty and the Beast
68.	5.5/13	C	Paradise
69.	5.4/10	C	CBS Summer Playhouse
70.	5.4/12	C	Tour of Duty
71.	5.2/12	F	21 Jump Street
72.	5.0/12	F	Cops
73.	4.9/10	A	Have Faith
74.	4.7/10	A	ABC Saturday Movie
75.	4.0/7	F	Garry Shandling's Show
76.	3.8/7	F	Tracey Ullman Show
77.	3.6/8	F	Reporters
78.	3.2/6	F	Duet
79.	2.3/5	F	Beyond Tomorrow

Syndication * Scorecard

(Week ending June 18)

Rtg.		Show	Stns.	Covg.
1.	12.8	Wheel of Fortune, syn.	228	98
2.	11.3	Jeopardy!	208	97
3.	9.1	Cosby Show	197	97
4.	9.0	Oprah Winfrey special	206	99
5.	8.6	Oprah Winfrey Show	216	99
6.	7.8	Star Trek	232	97
7.	6.8	Universal Pic. Debut Net.	136	95
8.	6.5	Current Affair	147	91
9.	6.5	Entertainment Tonight	168	94
10.	6.5	Exploring Psychic Powers	114	91
11.	6.4	All American Theatre	122	81
12.	6.3	Donahue	228	99
13.	5.8	People's Court	188	93
14.	5.3	Geraldo	200	99
15.	4.9	Friday the 13th	213	95

The following programs are included, but not ranked:

6.4	Wrestling Network	145	91
8.9	World Wrestling Fed.	244	97

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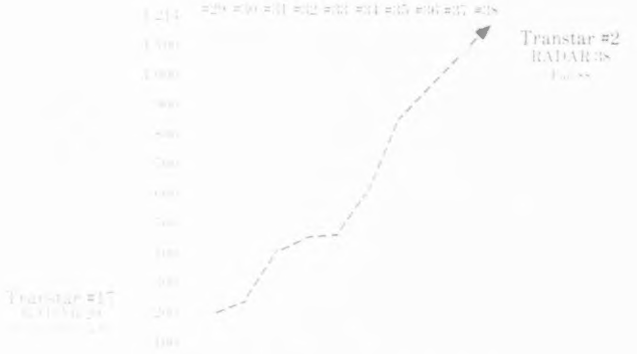

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Spot Outlook '89

Vol. 117 No. 2

Broadcasting Jul 10

Spot check... Overall spot television growth appears to match earlier predictions of 3%-5% increase over last year. **PAGE 27.**

Keeping score... Ten of largest basic cable networks post combined gain of 1.1 rating points in second quarter of 1989. **PAGE 29.**

FCC go-ahead... FCC grants Capital Cities/ABC permanent waiver of so-called one-to-market rules, allowing network to maintain radio-TV combinations in four major markets. **PAGE 29.**

30/ DBS SLOTS

Applicants await word on direct broadcast satellite orbital assignments, which are up for FCC consideration this week.

32/ PUBLIC ACCESS TO SPORTS

Agreement between Madison Square Garden Network and Cablevision Systems to put sports back on latter's Long Island systems is being viewed as too little too late by area's congressional delegation.

33/ MINDING COST

According to HDTV implementation proposal by former RCA executive Gordon Bricker, more attention should be paid to how consumers will react to large investment required for conversion to HDTV.

34, 73/ ON THE BEAT

Journalists scramble to cover Supreme Court's *Webster* decision and sentencing of Oliver North by U.S. District Judge during busy news week.

36/ KEEP OUT

Three major satellite distributors of broadcast signals urge FCC not to regulate distribution of broadcast signals in home satellite market.

43/ FALL PICKS

Saatchi & Saatchi DFS analysis projects ABC's new sitcom *Chicken Soup* and Fox Broadcasting's drama *Booker* (above) as "hits" for upcoming fall season.

36/ FULL PLATE

Children's TV, negative political campaign advertising, and amount broadcasters charge for political ad time are among broadcast-related issues before Senate.

40/ RADIO EXPANSION

Ragan Henry's goal by year's end is to own more commercial radio stations than anyone else.

40/ SPLIT DECISION

NewCity Communications is using what it calls "split cart technology" to target specific messages to different geographical coverage areas encompassed by its two FM's in Atlanta.

43/ NEW SOFTWARE

Many syndication companies and rep firms are using new personal computer software called SNAP to supplement or replace Nielsen's Cassandra service.

44/ PPV DRIVE

Cable operators look at economically priced pay-per-view events as way to drive PPV business.

49/ BASIC CHANGE?

Political and economic pressures cause some cable marketers to consider changing their basic cable packages.

50/ SUMMER SUMMIT

Presidents of CPB, NAPTS and PBS set up series of meetings to find noncommercial national programing solutions.

31/ NIGHT FIGHT

Syndicators challenge NBC's hold on Saturday night late fringe with such programs as Qintex's *Rollergames*, Samuel Goldwyn Co.'s *American Gladiators*, Genesis Entertainment's *The Byron Allen Show* and Paramount's *Arsenio Hall* (above).

51/ AMERICANS IN PARIS

Westinghouse will form Paris-based production partnership to make TV movies and mini-series.

71/ PROGRAMING THE RAINBOW

As president and CEO, Marc Lustgarten has led Rainbow Program Enterprises, incorporating variety of complementary narrowcasting services.

73/ LEAVING ABC

Squire Rushnell resigns as ABC Entertainment's VP of late night and children's TV, ending 20-year career with ABC.

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from Tom Tauke (R-Iowa) and Al Swift (D-Wash.) [illegible] bill that would [illegible]

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[illegible]

[illegible] Bryant (D-Tex.) [illegible] Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) [illegible] Bryant [illegible]

Crossownership

Telco-cable: FCC has tentative plans to hold [illegible] hearing on telco-cable issue. Agency [illegible] debate on whether telcos should be allowed to provide cable service in July 1988 when it [illegible] voted 2-1 to recommend Congress [illegible] crossownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition. Companion measure was offered in House by Rick Boucher (D-Va.).

FCC may not be able to affirm [illegible] July 13, saying [illegible] Commissioner [illegible] voted against [illegible] should be [illegible] allowed to offer video [illegible]

FCC may follow National Telecommunications and Information Administration [illegible] cable TV [illegible] telephone companies be allowed to serve as transporters of others' programming, though not as programmers themselves, [illegible] (Broadcasting, June 20, 1988).

At present, barriers to such BOC [illegible] ownership include not only FCC [illegible] and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market: FCC voted Oct. 27, 1988 to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper: Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

Calling high-power direct-to-home broadcast satellites (DBS) "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said his company, Orbital Satellite, has withdrawn its application to launch DBS because neither Hollywood nor broadcast networks appear willing to "bypass the increasing [cable TV] MSO bottleneck."

Permittees and applicants to launch "true" high-power DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of av-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's**[1]	**TOTAL***
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ **Total Radio**	**10,546**	**1,251**	**11,797**
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ **Total TV**	**1,411**	**270**	**1,681**
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ **Total LPTV**	**624**	**1,713**	**2,337**
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

sounds like bad advice.

Robert Benson, vice president of radio news for ABC News, made a succinct observation in his Jan. 5 "Monday Memo": "The most popular and successful radio stations over the years built their franchises with the public largely through maintaining a strong news and information presence.... A strong news and information station is a strong financial investment. It's as simple as that."

Why don't we apply that advice to our AM stations? Let's adopt the following: Radio is meant to inform, to advise, to amaze and to entertain. If we do these simple things, all this talk about AM radio's demise is certainly premature.—*Edward D. Allen Jr., president, WDOR-AM-FM Sturgeon Bay, Wis.*

Fan mail

EDITOR: My congratulations on the birth of your new publication, BROADCASTING■CABLE. I saw the first issue at the National Cable Television Association convention and immediately filled out a subscription form as I'd like to continue to receive this publication (along with my BROADCASTING magazine each week). I want to wish you the very best of everything and I'm sure BROADCASTING■CABLE will be just as useful a tool as is BROADCASTING.—*Edward M. Allen, general partner, InterMedia Partners, Walnut Creek, Calif.*

EDITOR: Congratulations on the first two editions of BROADCASTING■CABLE.

I'm one of those cable people who have read BROADCASTING for years, beginning before its excellent coverage of cable was widely recognized within our business—and, for the record, before its association with the Times Mirror Co. I imagine it will continue to offer the best overall, in-depth treatment of radio, broadcast television, cable and satellite. I wish you the best in your new venture as well and look forward to watching it grow.—*Christopher B. Forgy, senior vice president, marketing, sales and programing, Times Mirror Cable Television, Irvine, Calif.*

Wrong directions

EDITOR: It is disappointing to read about the efforts of those who are using their influence to regulate broadcasters to conform to their own personal agendas. At the top of the list are Governmental Affairs Committee Chairman Senator John Glenn of Ohio and retiring Surgeon General C. Everett Koop.

President Eddie Fritts of the National Association of Broadcasters has done an excellent job of presenting the case for broadcasters.

The critics may be surprised to know that broadcasters did not create ills such as scandals in government, AIDS, cruelty to animals, child, drug or alcohol abuse. We advertise a multitude of products and services and any dumbbell should know the proper use is implied.

Automobiles and gasoline are advertised but if a person drives 70 miles per hour in a 30 mph zone, he is apt to have an accident and kill someone. Should we follow Dr. Koop's thinking and stop automobile and gasoline advertising? No one has ever gotton drunk seeing or hearing a beer commercial.

The critics are trying to cut up the Constitution to make their little paper dolls and leave broadcasters in the armpits of their creations. The Constitution is for all people. The First Amendment should be left intact.

Senator Glenn and Dr. Koop have benefited from broadcasting in their leadership roles in the country. They have a very strange way of saying "thanks."—*Charlie Wright, general manager, WBYS-AM-FM Canton, Ill.*

Real world realities

EDITOR: It was with interest and not a little chagrin that I read the June 12 letter from Mr. Michael Biehl in which he seems to take delight in dragging over the coals the hand that feeds him. Unfortunately, this is not the first time I have encountered this attitude in the academic world.

As an independent engineer specializing in small markets I have the opportunity to see stations operating in the "public interest, convenience and necessity" every day. For the most part they are doing an incredible job. What Mr. Biehl fails to realize is that there are over 10,000 radio stations out there, none of which has tenure. I know of some stations operating on such a tight budget that a couple hundred dollars a month can make or break them.

The frightening thing is that people with attitudes like this are training our future broadcasters. Please, Mr. Biehl, either come down from your ivory tower or teach another subject.—*Michael K. Seaman, independent engineer, Albuquerque, N.M.*

A/B absurdity

EDITOR: I read with great interest the May 29 BROADCASTING article "A/B switch requirements take effect Nov. 1." I find this to be an absurd ruling. If you have cable, you most likely don't have much more than rabbit ears. Cable operators should carry *all* local stations and putting an A/B switch on a cable box is dark ages thinking. While the FCC mandates an educational project for an A/B switch, they ignore linear stereo radio which could help AM survive. I still don't have a choice in cable companies, therefore regulation is in order. Carry the locals and be a part of the community you're doing business in.—*Dwight Douglas, president, Burkhart/Douglas & Associates, Atlanta.*

Out of China

EDITOR: Since 1984, Shane Media Services has participated in several projects with China's Central Radio and with Radio Beijing.

No more.

We are stunned by the massacre of Chinese citizens who sought a voice in their

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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Time, is "actively considering" a bid for the company.

In a hearing in Delaware Chancery Court Tuesday, Paramount's lawyers will argue that Time's plans, announced in March, to merge with Warner Communications effectively put Time up for sale.

Stemming from this interpretation, Paramount is seeking to overturn various obstacles that, according to its allegations, unfairly stand in the way of its $12.2 billion tender offer for Time. Because of the speed at which the Delaware court can operate, a decision in the case could be reached as early as the end of next week.

Confirmation of Cablevision's interest in an acquisition of Time came in a July 3 letter from a Time lawyer to the Delaware judge hearing the case. The letter states that a Cablevision affiliate, Cablevision Media Investors L.P., would not produce certain documents for the case because of its bid for Time. The limited partnership was one of three Time shareholders that one week earlier had unsuccessfully sought to delay the June 30 shareholder meeting.

In separate news, Paramount disclosed that Time shareholders have tendered approximately two million shares of common stock to Paramount in response to its $200 per-share tender offer. Paramount, seeking 32.3 million shares of Time stock, said it moved the expiration date of its tender offer to Friday, July 28.

On Friday, Time's stock dropped $4.125 to $151.50, well below Paramount's offering price. Paramount closed the week at $57, down $2.25 from where it had closed the Friday before. □

ABC can keep radio stations

FCC grants permanent waiver of one-to-market rules, allowing network to keep its properties in N.Y., Chicago, L.A. and San Francisco; Great American's petition is still pending

After three years of uncertainty, Capital Cities ABC can rest easy. It will get to keep its radio stations in New York, Chicago, Los Angeles and San Francisco.

The FCC, inaugurating the liberal waiver policy of its so-called one-to-a-market rules that it adopted seven months ago (BROADCASTING, Dec. 19, 1988), granted Capcities ABC a permanent waiver of the rules, allowing it to maintain radio-television combinations in the four major markets.

The combinations: WABC-AM-TV-WPLJ(FM) New York; WLS-AM-TV-WYTZ(FM) Chicago; KABC-AM-TV-KLOS(FM) Los Angeles, and KGO-AM-TV San Francisco. Without the waiver, Capcities ABC would have sold the radio stations to comply with the crossownership rules.

"We are obviously pleased with the decision," said Jim Arcara, president, Capcities ABC Radio. "It means we will be able to stabilize our operations in all four cities. It has been difficult in some cases to attract people. It has been difficult to make any long-term commitments when you know you may not be able to keep the stations."

Still pending at the FCC is a similar petition for waiver filed by Great American Broadcasting (formerly Taft Broadcasting), which is seeking to hang on to combinations in Cincinnati (WKRC-AM-TV and WKRQ[FM]) and Kansas City, Mo. (WDAF-AM-TV and KYYS[FM]).

Bernie Koteen, a Washington attorney for Great American, was unsure when the FCC would act on the Great American petition, but speculated that action may be delayed because Great American must meet a tougher standard and because its petition is "trapped in the same shop [the video services division of the Mass Media Bureau] that is handling the McCaw-LIN and Paramount-Time takeovers. I suspect that there is a crisis every day involving those, with filings piling up."

The FCC let stand the one-to-a-market rules prohibiting new radio-television combinations, but it also adopted a waiver policy that should make it easier for broadcasters to obtain waivers, especially for stations in the top 25 markets.

Under the new case-by-case waiver policy, the FCC said it would "look with favor" upon waiver requests involving radio-television combinations in the top 25 markets that have at least 30 separately owned broadcast licensees, or, as the FCC calls them, "voices."

The FCC also said it would consider waiver requests for combinations that did not meet the 25-30 standard, but that the agency would not be favorably predisposed to grant them. Indeed, it said, they would be subjected to a more rigorous review in

Cable ratings: second quarter box score

Eleven of the largest basic cable networks posted a combined gain of 1.1 rating points in the second quarter of 1989, rising from 12.5 last year to 13.6. The increase was largely attributed to Turner Network Television's 1.3 rating (it was not in existence last year) and USA, which rose from a 1.6 rating to a 2.1. Without TNT, the other nine networks dropped 0.2 in prime time, quarter to quarter.

USA's substantial increase could be partially traced to the strong performances of *Miami Vice* and *Murder, She Wrote*, USA said. In prime time, USA was up 31% in rating and 42% in household delivery. It also doubled its ratings in late fringe, in the 11 p.m. to 3 a.m. block, it said.

TNT continued to show solid numbers, scoring a 1.3 in prime time and a 0.8 for its full day ratings. In the first quarter of the year, it scored a 1.4 rating in prime time and a 0.8 overall. When it launched, it was projecting a 0.6 for a total day rating. Discovery's drop was not as large as indicated, because it scored a 0.73 this quarter versus 0.76 last year.

Network	*Prime Time*				*Full Day*			
	2Q 89 Rating	*(HH)*	*2Q 88 Rating*	*(HH)*	*2Q 89 Rating*	*(HH)*	*2Q 88 Rating*	*(HH)*
WTBS	2.8	(1,377,000)	3.0	(1,364,000)	1.5	(751,000)	1.8	(809,000)
USA	2.1	(1,021,000)	1.6	(717,000)	1.1	(507,000)	0.9	(401,000)
ESPN	1.4	(700,000)	1.3	(601,000)	0.7	(355,000)	0.6	(301,000)
Headline News	1.3	(636,000)	1.3	(605,000)	0.8	(430,000)	0.8	(374,000)
TNT	1.3	(355,000)	—	—	0.8	(224,000)	—	—
Nashville	0.9	(416,000)	1.1	(446,000)	0.4	(193,000)	0.5	(212,000)
Lifetime	0.9	(400,000)	1.1	(419,000)	0.6	(266,000)	0.6	(232,000)
CBN	0.9	(398,000)	0.9	(372,000)	0.7	(310,000)	0.6	(248,000)
A&E	0.8	(310,000)	0.9	(297,000)	0.4	(140,000)	0.3	(91,000)
Discovery	0.7	(301,000)	0.8	(246,000)	0.4	(166,000)	0.4	(131,000)
BET	0.5	(112,000)	0.5	(107,000)	0.5	(105,000)	0.4	(84,000)
Nickelodeon	—	—	—	—	1.1	(506,500)	1.0	(408,000)
MTV	—	—	—	—	0.6	(277,900)	0.6	(252,000)
Nick at Nite	—	—	—	—	0.5	(230,200)	0.5	(181,600)
FNN	—	—	—	—	0.3	(96,000)	0.1	(42,000)
VH-1	—	—	—	—	0.2	(65,500)	0.3	(82,200)

USA's prime time runs from 7 to 11 p.m., CBN's from 7 to midnight. Lifetime's full day is 7:30 a.m.-1 a.m., Monday-Saturday; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m., Discovery's and Nashville's is 9 a.m.-3 a.m., BET's is noon-1 a.m., and FNN's is 6 a.m.-8 p.m. A&E figures are the sums of its two program blocks, which run from 8 p.m. to 4 a.m.

Lower priced events seen as way to jump-start PPV

Operators and CTAM get together to work on ways to better market pay-per-view programing

Faced with the realization that the windows and/or the financial split on Hollywood movies for pay per view won't be changing anytime soon, cable operators are now focusing on economically priced events, far cheaper than what exists today, as a way to drive the PPV business forward. At a meeting in Denver, top marketing and programing executives from the MSO's met to devise a new strategy on PPV. Part and parcel of that is the new PPV division created at CTAM, under the head of Bob Westerfield, which will serve as both a coordinator of discussions between PPV constituencies and as a clearinghouse for the cable industry.

"The operators are beginning to see there can be significant PPV profits but that those profits will skew in the near-term future toward events as a result of a greater number of them being made available and a better sense of how to present them," said Jerry Maglio, senior vice president, marketing and programing with United Artists, and co-chairman of CTAM's PPV committee.

"While we have to deal with whatever is offered to us, we feel we should be encouraging those promoters in certain categories to come to us with lesser price events because we feel there may be a market in the $5-$7 range for some of the concerts that haven't done well at $15 or $20," he said.

Events, unlike movies, are perishable, said Lowell Hussey, senior vice president, marketing and programing, Warner Cable. "There is some element of surprise and freshness to them," he said. Developing the event category "could change the way customers use PPV," he said. "If we could truly cause an event habit, we would need two or three options priced reasonably each night. If we could evolve into that, it would be very viable."

What has caused this rethinking is concern about where the present PPV business is headed. "There is a fear right now that the PPV business has kind of hit the wall," said CTAM's Westerfield. What CTAM hopes to do is "pull in the players from every different part of the PPV business. That includes operators, studios, program suppliers, packagers, technology people and consultants. The idea is to try and create an industry bridge" among players who have not been brought together effectively in the past, said Westerfield.

The Denver meeting identified six areas the industry intends to address, said Westerfield. First, is PPV primed by movies or is it an event business? Second, can consumers differentiate between PPV and other home entertainment options? Third, what is the industry doing correctly and incorrectly concerning the marketing of PPV? Fourth, what are the capital investment questions relating to short- and long-term tradeoffs to system upgrades and addressability? Fifth, in what direction is the technology going and how can operators and equipment suppliers better communicate? And sixth, how will a "successful" PPV business be measured? Historically, the margins on PPV have been less—as much as 10 to 20 points less—than other parts of a cable system's operations. "We're assuming it's a 30% to 35% business," said Maglio, and "for the most part an incremental business. We'll accept that. It does not have to look like the rest of the cable business," he said. "Clearly it is not."

One reason United is there, said Maglio, is for strategic reasons, "both from an offensive standpoint in wanting as large a share of the home video market as possible," he said, "and from a defensive standpoint, preventing erosion through other technologies able to provide this type of product, movies primarily."

Tele-Communications Inc. is the largest holdout on PPV and addressability, even though under UA, TCI has significant PPV holdings. The UA merger has brought in PPV operations from United Cable and Daniels into UA. (Maglio said all three companies had "very different observations and conclusions relative to PPV. We're looking to develop a PPV business strategy going forward that will start off basically where each company left off." Maglio said capital assets won't be thrown out, but that

From crest to trough: Week 41 approaches bottom of viewing year

July 4, a day for celebrating American independence, is also one of the worst days of the year for prime time viewership. In fact, the week containing Independence Day typically marks the low point in the prime time year. This year, July 4th fell in the prime time week ended yesterday (Sunday, the final day of week 42, July 3-9). Ratings figures for that week aren't available yet, but week 41, which ended July 2, pushed prime time viewing to a new low. The combined three-network rating for week 41 was a 28.7, representing 25.94 million households delivered. Last year's week 41 ended July 3, and the combined rating was a 29.3. Because the TV household universe last year totaled 88.6 million homes, that combined rating translates to 25.96 million households. Last year's week 42 saw the combined rating figure drop another 0.3 of a point, or 266,000 households, to stand at an even 29.0.

NBC won week 41 with an 11.9 rating and a 23.9 share. ABC came in second with an 8.5/17.3. CBS followed with an 8.3/16.7. The top program for the week, ABC's *Roseanne*, pulled in an 18.4/33. NBC took the next seven slots, leading off with a repeat of *Cheers*. ABC won positions nine and 10 with *Coach* and *Wonder Years*.

Of 78 programs broadcast during the week, 64 were repeats. There were two specials, ABC's *Koppel Report, Tragedy at Tiananmen: The Untold Story*, which earned a 9.0/17, and *Great Circuses of the World*, which delivered a 3.9/10.

Nielsen		Net	
1	18.4/33	A	Roseanne
2	18.4/35	N	Cheers
3	17.2/32	N	Dear John
4	15.6/31	N	Different World
5	15.6/30	N	L.A. Law
6	15.0/29	N	Night Court
7	14.9/31	N	Cosby Show
8	14.6/33	N	Empty Nest
9	14.1/25	A	Coach
10	14.1/27	A	Wonder Years
11	14.0/32	N	Golden Girls
12	14.0/25	N	NBC Monday Movie
13	13.8/27	N	Matlock
14	13.8/26	N	My Two Dads
15	13.6/27	A	Who's the Boss?
16	13.3/29	C	Murder, She Wrote
17	13.0/23	N	In the Heat of the Night
18	12.9/26	N	Unsolved Mysteries
19	12.7/32	C	60 Minutes
20	12.7/28	N	Hunter
21	12.3/24	N	Midnight Caller
22	12.1/21	C	Designing Women
23	11.6/23	A	20/20
24	11.6/21	C	Murphy Brown
25	11.3/22	A	Head of the Class
26	11.2/25	A	Full House
27	11.1/23	A	Growing Pains
28	11.1/22	N	ALF
29	11.0/21	N	Miami Vice
30	10.8/19	C	Newhart
31	10.8/21	N	NBC Sunday Movie
32	10.7/22	A	Just the Ten of Us
33	10.6/23	A	Mr. Belvedere
34	10.6/20	N	Hogan Family
35	9.8/19	A	MacGyver
36	9.7/23	N	Amen
37	9.4/17	C	Doctor, Doctor
38	9.3/22	A	Perfect Strangers
39	9.3/17	C	Circus of the Stars
40	9.2/18	C	CBS Sunday Movie
41	9.1/18	C	Kate and Allie
42	9.1/19	N	NBC Friday Movie
43	9.0/16	A	ABC Monday Movie
44	9.0/17	A	Koppel Report
45	8.8/18	C	48 Hours
46	8.6/18	C	CBS Friday Movie
47	8.6/16	C	Heartland
48	8.6/18	F	Married. With Children
49	8.5/17	A	ABC Sunday Movie
50	8.3/16	C	Equalizer
51	8.3/19	N	Highway to Heaven
52	8.0/16	A	China Beach
53	8.0/18	F	America's Most Wanted
54	7.9/20	N	227
55	7.8/15	A	Hooperman
56	7.8/17	C	West 57th
57	7.7/14	A	Robert Guillaume Show
58	7.2/14	C	Wiseguy
59	6.0/14	N	Magical World of Disney
60	5.8/14	A	ABC Saturday Movie
61	5.8/11	C	Cavanaughs
62	5.7/13	A	Man Called Hawk, special
63	5.7/13	C	Beauty and the Beast
64	5.6/10	C	Coming of Age
65	5.5/11	C	Hard Time on Planet Earth
66	5.4/11	A	ABC Thursday Night Baseball
67	5.4/13	C	Paradise
68	5.3/10	C	CBS Summer Playhouse
69	4.9/11	C	Tour of Duty
70	4.9/12	F	21 Jump Street
71	4.3/11	F	Cops
72	4.2/9	F	Garry Shandling's Show
73	3.9/10	A	Great Circuses of the World, special
74	3.7/8	A	Have Faith
75	3.5/7	F	Tracey Ullman
76	3.2/6	F	Duet
77	3.2/8	F	Reporters
78	2.1/5	F	Beyond Tomorrow

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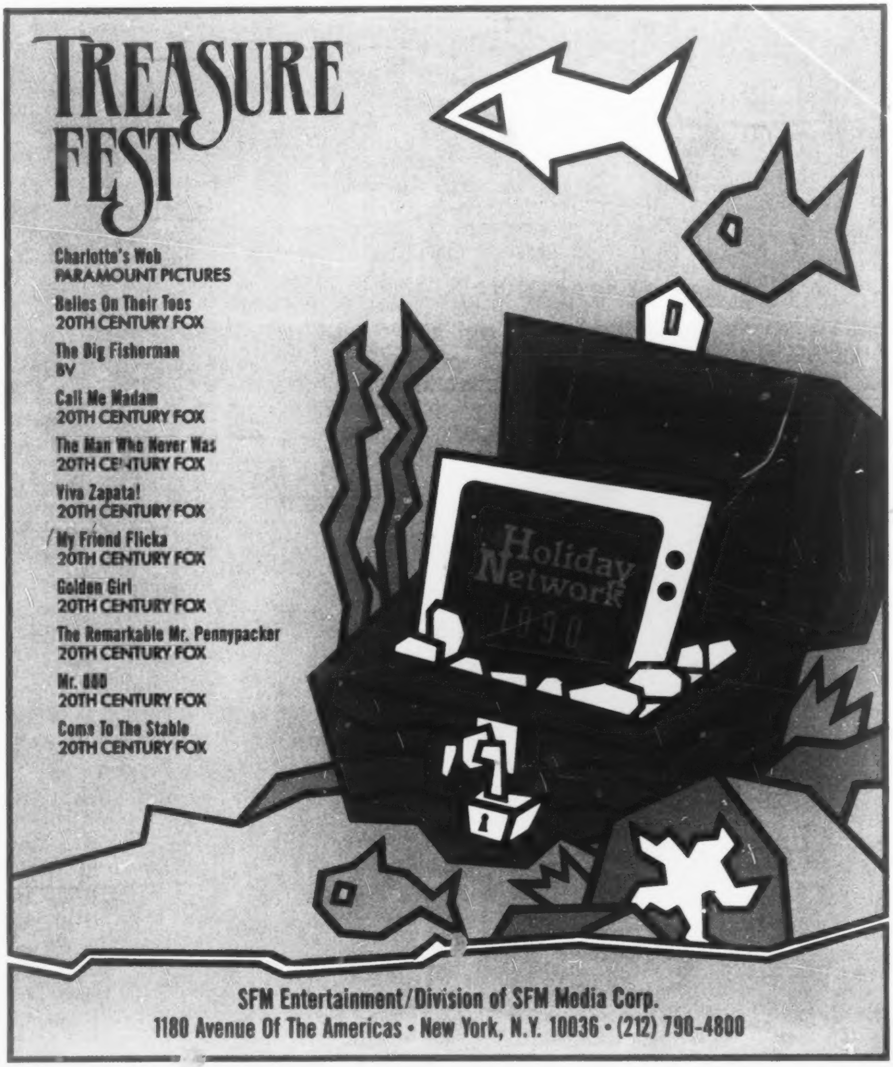
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Congressional search for revenue puts broadcasters on defensive

Broadcasting ◪ Jul 17

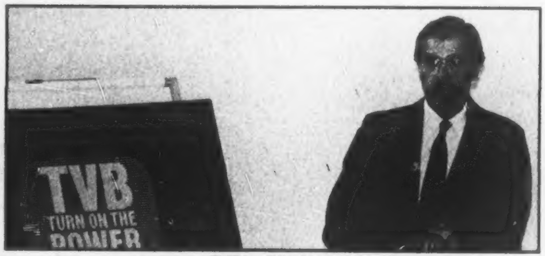
Vol. 117 No. 3

Fairness doctrine showdown...

In effort to put fairness doctrine into law, House Commerce Committee Chairman John Dingell includes it in budget reconciliation bill, move seen to prevent Bush veto; bill also includes new revenue generating measures affecting broadcasters and cable. **PAGE 27.**

TVB sells 'free TV' to advertisers...

Television Bureau of Advertising's "Turn on the Power" campaign seeks to increase ad revenue by improving image of broadcast television's effectiveness. **PAGE 29.**



TVB's Bill Moll

Satellites: the future now...

Series of contracts signed since January have already made 1989 year of satellite space rush, as TV and radio programers put down cash to insure current satellites are replaced in next five years. BROADCASTING's special report includes look at those deals shaping future, as well as key role of business TV, fiber optic challenge, report on European DBS and more. **PAGES 35-59.**

Artist's rendition of GE satellite

27/ NO DEAL

National Association of Broadcasters and National Cable Television Association reach proposed compromise on must carry, but objections by Association of Independent Television Stations sends groups back to square one.

66/ FUGITIVE NET

Reality programs such as Orion's *Crimewatch Tonight*, which debuts in syndication next fall, help police apprehend suspects.

30/ LAWYERS BOUGHT

Lifetime strikes deal with 20th Century Fox Syndication to carry off-network reruns of *L.A. Law* for five years starting in September 1990.

31/ ALL NEWS

Walt Disney Co.'s KHJ-TV Los Angeles, going all-news in prime time in 1990, hires veteran KABC-TV Los Angeles news anchor Jerry Dunphy.

33/ NUMBER CRUNCHING

Just-released spring 1989 Arbitron ratings show CHR as top format in top two markets.

59/ GETTING TOUGH

ATS Committee Chairman Richard Wiley tells HDTV proponents they will be held to deadlines for submitting equipment test results.

62/ LIMITED POWER

FCC increases Class A FM power to 6 kw but limits number of stations that can use new maximum power.

65/ TWO YEARS AND COUNTING

Fox Broadcasting celebrates its second year with its highest rated show yet—controversial *Totally Hidden Video*.

68/ UNCOUNTED AUDIENCE

A.C. Nielsen agrees to conduct measurement of "out-of-home viewers"—audience missed by usual tracking methods.

75/ CABLE UP FRONT

Cable advertising upfront market is expected to generate $400 million—double that of year ago.

95/ MISTER FINANCE

With help of Julian Brodsky's financial expertise, Comcast Corp. has grown from cable system in Tupelo, Miss., to one of five biggest MSO's in country.

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Compulsory License

FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programing services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC has tentative plans to hold en banc hearing on telco-cable issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable crossownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

■ Making new round of assignments in separate orbital arc was to be on FCC agenda late last week with proposal to split permits into two assignments, one east, one west, likely component. Due to spectrum shortage and concentration of requests in only four of eight positions, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Slight majority of comments on proposal last January approved idea.

Calling high-power direct-to-home broadcast satellites (DBS) "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June 1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appear willing to "bypass the increasing MSO bottleneck."

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Among applicants proposing to launch services as early as 1992 are Hughes Communications, operator of two C-band cable programing satellites, top cable operator Tele-Communications Inc., through subsidiary Tempo Enterprises, and group broadcaster Hubbard Broadcasting.

Indecency

■ Senate has adopted legislation targeting violent, sexually explicit and drug-related programing. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programers to get together to self-regulate. House Judiciary Committee

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

ings" with PBS and NAPTS following its July 17-18 board meeting. Meetings are intended to unify plan to streamline national public TV programing processes. CPB so far has taken issue with elements of NAPTS plan that would create chief programing executive at PBS with centralized authority over approximately 25% of national programing funds, including most of current CPB Program Fund. CPB must report to Congress next January on national program funding efficiency.

Garrison Keillor will return to American Public Radio Sept. 30 with new Saturday evening series, he announced at Annual Public Radio Conference in San Francisco, May 17-21. National Public Radio, which launched July 1 hourly newscasts, held board meeting July 13 and 14 to consider its capital budget and strategic plan for 1990's.

CPB asked House April 18 and Senate March 17 to provide full $265 million authorized for fiscal 1992, plus remainder of $200 million authorized for replacement of satellite due to expire in 1991. Administration has recommended capping CPB at 1991 figure of $242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, $56.8 million. CPB board has adopted $254,339,038 FY 1990 budget.

CPB Chairman Kenneth Towery also asked Congress March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector general's authority to deem programing or other budget items unnecessary. In meantime, however, CPB has appointed acting IG.

Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Broadcasters desiring syndex protection had to notify cable system by June 19.

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. They have also asked FCC to stay rules pending court review. Representative Bill Richardson (D-N.M.) has introduced legislation that would delay implementation date of FCC's syndex rule for one year (BROADCASTING, July 3).

TV Marti

■ Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated $7.5 million in startup funds for proposed service, and in April, House approved legislation authorizing $16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

Administration plans for TV Marti may have suffered serious setback by Cuba's decision to begin operating channel 13 in Havana. Channel 13 was frequency on which U.S. intends to operate TV Marti. It was said to be only one on which operation would not interfere with service by Cuban or American stations. Meanwhile, Cuban officials are threatening unspecified reprisals if U.S. proceeds with TV Marti project.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year.

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■ **July 26**—"Growth, Trends and Opportunities in Cable Advertising Sales," sponsored by ***Women in Cable.*** Panelists: Diane Weingart, USA Network; Stacie Raiff, Cable Network Inc., and Kay Delaney, CNN. Museum of Broadcasting, New York. Information: Information: Audrey Fontaine, (212) 557-6524.

July 27—Broadcast opportunity conference, cosponsored by ***Minority Business Development Center, Broadcast Capital Fund*** and ***Interracial Council for Business Opportunity,*** and underwritten by ***U.S. Department of Commerce's Minority Business Development Agency.*** Sheraton Memphis, Memphis. Information: Anna Johnson, (212) 779-4360.

July 27-29—***Louisiana Association of Broadcasters*** radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 27-29—***Idaho State Broadcasters Association*** annual convention. Among speakers: National Association of Broadcasters President Eddie Fritts and Westwood One President Bill Battison. Sun Valley, Idaho.

July 27-30—***Tennessee Association of Broadcasters*** annual convention. Memphis.

July 28—Synditel, annual press preview of first-run TV programing held during annual ***Television Critics Association*** press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

July 28-30—***North Carolina Association of Broadcasters*** summer meeting. Radisson, Myrtle Beach, S.C. Information: (212) 821-7300.

July 31—10th annual radio script contest, sponsored by ***Midwest Radio Theater Workshop.*** Information: (312) 874-1139.

August

Aug. 1—Deadline for television programs and music video entries in International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

■ **Aug. 2**—"Showtime Dealer College," workshop sponsored by ***Showtime Satellite Network***, during SBCA/STTI national satellite television convention. Opryland hotel, Nashville. Information: Carol Dalgish, (212) 708-1667.

Aug. 3-5—***Michigan Association of Broadcasters*** annual convention. Shanty Creek Resort, Bellaire, Mich.

Aug. 4—Deadline for entries in 24th annual Gabriel Awards, honoring "excellence in broadcast programs which serve listeners through the positive, creative treatment of issues of concern to humankind," sponsored by ***Unda-USA, National Catholic Association for Broadcasters and Communicators.*** Information: (513) 429-2663.

Aug. 5-7—55th annual ***Georgia Association of Broadcasters*** convention. Callaway Gardens, Ga.

Errata

In **Arbitron** May market-by-market **sweeps** report (BROADCASTING, June 26), **correct numbers for Burlington, Vt.-Plattsburgh, N.Y.**, households in total survey area should have been **ABC 12,000, CBS 38,000, NBC 33,000.**

Aug. 6-8—***Cable Television Laboratories*** first technical planning seminar, "Fiber Optics: Strategy, Tactics, Implementation." Clarion hotel, Boulder, Colo. Information: (303) 939-8500.

Aug. 10-13—***Association for Journalism and Mass Communication*** convention. Washington. Information: Ken Keller, (618) 536-7555.

Aug. 10-13—***North Carolina Cable Television Association*** annual meeting. Pinehurst hotel and country club, Pinehurst, N.C.

Aug. 11—Broadcast opportunity conference, cosponsored by ***Minority Business Development Center, Broadcast Capital Fund*** and ***Interracial Council for Business Opportunity,*** and underwritten by ***U.S. Department of Commerce's Minority Business Development Agency.*** Washington Hilton, Washington. Information: Anna Johnson, (212) 779-4360.

Aug. 12—***Texas AP Broadcasters*** seminar, "Covering East Texas." Holiday Inn Southeast Crossing, Tyler, Tex. Information: (214) 991-2100.

Aug. 15—Deadline for entries in Women at Work Broadcast Awards, recognizing "outstanding radio and television programing about working women's issues," sponsored by ***National Commission on Working Women.*** Information: (202) 737-5764.

■ **Aug. 15**—Deadline for entries in Media Awards for "portrayal of critical care nursing to public or to health care professionals in an accurate, realistic and meaningful way," sponsored by ***American Association of Critical Care Nurses.*** Information: (714) 644-9310.

Aug. 16-20—***National Association of Black Journalists*** annual convention. New York Hilton and Towers, New York. Information: (703) 648-1270.

Open Mike

Counterpoint

EDITOR: I was disappointed by your editorial in the June 26, 1989, issue of BROADCASTING titled "Contortionist." We believe the true contortionists are those who try to read the financial interest and syndication rules' (FISR) flawed and antiquated definition of "network" in a way which conflicts with the purposes of the rule: fostering effective competition from new entrants like Fox Broadcasting Company.

We must compete with a lineup of weaker stations—87% are UHF, 75% have been on the air less than 10 years. As you know, the FCC's multiple ownership rules recognize as a matter of law that UHF stations are inferior, counting UHF stations at one half the value of VHF stations for the purposes of national coverage.

Even NBC Entertainment President Brandon Tartikoff called Fox "the coat hanger network"—a jab at our UHF station partners. He knows well the UHF handicap. In every one of the 13 markets that NBC has UHF affiliates and ABC and CBS have V's, NBC's ratings dominance is lost in the local market; the sign-on to sign-off cume of each of those 13 affiliates places them third.

We have less than 6% of the amount of programing of the networks—even at 15 hours, we'd have only 15%. We now take in 1.6% of the revenue split and have 6 of our 9 shows in the bottom 10 rated shows (on a Nielsen season-to-date basis)—with our two "hit" shows ranking 50th and 55th.

Under our proposed definition, if we ever do reach parity with the networks, we would expect to be regulated like them.

We think the American people deserve more choice than just whatever Messrs. Murphy, Tisch and Wright want to serve them up.

That won't happen if the networks' hordes of owned and operated lawyers and lobbyists succeed in their attempt to twist the meaning of FISR restrictions intended to promote diversity in order to stop Fox and other competitors. The result would leave the big three of competition to continue to dominate national broadcasting, program production and advertising time sales. That would be perverse.

By the way, two factual corrections: You never asked us if the Kid's Network was going to "circumnavigate" the rules. The fact is that we've never said those hours wouldn't be counted toward the 15. Moreover, Fox Television Stations Inc.'s acquisition of midday game shows doesn't deserve the hype it has gotten, let alone the accusation that it is FBC product in disguise. *Jamie Kellner, president, Fox Broadcasting Co.*

Editor's note. *The editorial observation about Fox's planned children's programing block that Kellner disputes was based on the observations of other executives involved in the planning of the Kid's Network, who indicated FBC's position was that those hours of programing would not count, officially, as network hours. In a follow-up conversation last week, Kellner said the company has not decided one way or the other on the issue and may not until the matter comes to a head.*

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manager of WJBK-TV Detroit, is taking *Downey* off the air, perhaps as early as this week. The station, which moved the show from 10 a.m. to 4 p.m. to 2:30 a.m., is letting the show go because "it got some attention, but went the wrong way."

Jim Gabbert, owner of San Francisco's KOFY-TV, said he is "ambivalent" about renewing the show's contract, which is up in September. Al DeVaney, general manager of WPWR-TV Chicago, canceled the show in the first week of June, saying simply, "It's over."

As for Downey's potential distribution of the show, Kurlander "would look for that to happen," he said. "I would also look for him to have no success. If MCA decides to abandon ship, and I'm sure they will, they are not able to, should not and legally can't stand in his way of doing whatever he wants."

"I've been negotiating for four weeks so far," Downey said, with executives including MCA's Shelly Schwab and Quantum's Bob Pittman, "and it is going better than I wanted."

Downey's hoped-for "three-pronged situation" includes taking over ownership of the show from Quantum, buying back the outstanding shows MCA controls and making arrangements with MCA to distribute on his own or through a new distributor. "They're listening to me," Downey said. "We're in a very friendly position."

Downey also said he told the three companies that "I'm not going to do the show the way it's been done any longer, come hell or high water." Changes, which have already begun to take place, Downey said, include a little more humor, showing more sides of his personality and inviting fewer guests "who have to be beat up so I become a badnik too because I'm doing the beating up." He also wants to change the show from a daily to a weekly format. "I think that's where it belongs," he said, "weekly and late at night."

"There are no time periods that are really appropriate for a show like that on a weekly basis," Kurlander said, "and I don't see stations getting in bed with Morton Downey. I think he's sort of like leprosy; I wouldn't touch him."

According to Downey, "the show is a total consumer success, but not a commercial success. I can understand why a national sponsor would not want to go on every night, afraid that some guy was going to destroy something."

Should negotiations fall through, "I will do another show anyhow," Downey said. He has had several offers from "people who feel they can get national advertising by changing the situation here and there."

"The show can die," said Downey. "As long as they don't write my obituary with it, we're OK." —RG

CHR tops in top two

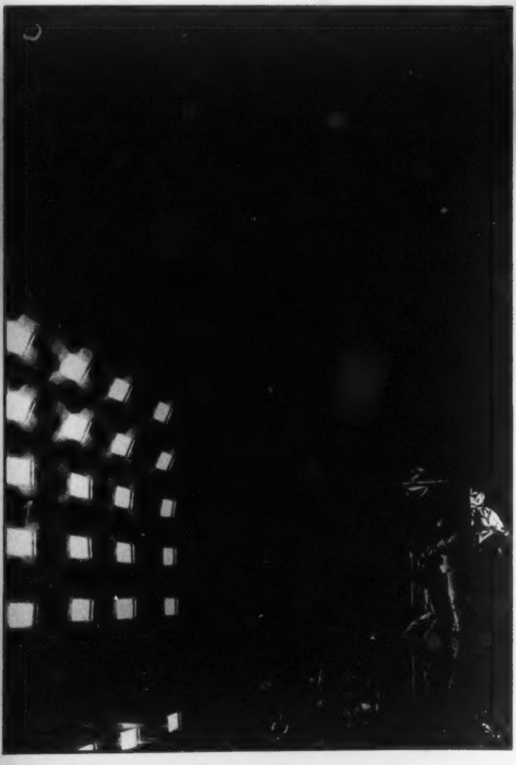
Just-released spring 1989 Arbitron ratings show CHR as the ruling format in the top two markets. In New York, long-time number one CHR outlet WHTZ(FM) regained its first-place status after losing in the winter books to easy listening simulcasters WPAT-AM-FM. Oldies outlet WCBS-FM increased its share from winter's 4.7 to 5.0, but was bumped from third place to fourth by rising adult contemporary WLTW(FM).

In Los Angeles, Scott Shannon's KQLZ(FM) made a jump from 13th (when still KIQQ[FM]) to a tie for fourth place. Spring 1989 is the first entire ratings period the Westwood One station has been on the air with the new call sign and its "free form rock 'n' roll hit radio" format. Emmis Broadcasting's CHR outlet KPWR(FM) retained the market leader position, but second place went to adult contemporary KOST(FM) and third to talk-formatted KABC(AM) and Top 40-formatted KIIS-AM-FM.

All results are based on the Arbitron spring 1989 radio local market report for the period beginning March 30 and ending June 21 (total persons, age 12-plus, average quarter hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used are supplied by Arbitron and are copyrighted; they may not be reprinted or used in any form by nonsubscribers to the company's ratings service. An asterisk indicates a tie.

Station	*Format*	*Spring* 88	89
New York			
WHTZ(FM)	CHR	6.0	6.0
WPAT-AM-FM	Easy Listening	5.6	5.6
WLTW(FM)	Adult Contemp	4.5	5.3
WCBS-FM	Oldies	4.2	5.0
WINS(AM)	News	4.0	4.7
WNEW-FM	AOR	3.6	4.2
WRKS(FM)	Urban Contemp	4.6	4.1
WQHT(FM)	Top 40	4.1	4.0
WOR(AM)	Talk	4.6	3.7
WNSR(FM)	Adult Contemp	2.9	3.5
Los Angeles			
KPWR(FM)	CHR	7.4	7.1
KOST(FM)	Adult Contemp	4.6	6.1
KABC(AM)*	Talk	6.2	5.2
KIIS-AM-FM*	Top 40	6.5	5.2
KBIG(FM)*	Soft Contemp	3.4	4.3
KQLZ(FM)*	Rock Hit Radio	2.4	4.3
KJOI(FM)	Easy Listening	4.2	4.1
KLOS(FM)	AOR	4.3	3.8
KNX(AM)	News	2.9	3.3
KRTH-FM	Oldies	3.7	3.1
Chicago			
WGN(AM)	MOR/Talk	9.0	9.1
WGCI-FM	Urban Contemp	9.2	6.2
WBBM(AM)	News	5.7	5.3
WLUP-FM	Adult Rock	5.0	4.8
WVAZ(FM)	Black A/C	3.0	4.7
WXEZ-AM-FM	Easy Listening	5.2	4.5
WYTZ(FM)	CHR	3.5	4.4
WBBM-FM*	CHR	3.7	4.1
WCKG(FM)*	Classic Rock	4.4	4.1
WKQX(FM)	Adult Contemp	3.0	4.0
San Francisco			
KGO(AM)	News/Talk	8.4	7.0
KMEL(FM)	CHR	5.7	5.6
KOIT-AM-FM	Soft Contemp	4.5	4.9
KCBS(AM)	News/Talk	5.4	4.6
KABL-AM-FM	Easy Listening	6.2	4.5
KIOI(FM)	Adult Contemp	3.6	3.9
KFRC(AM)*	Classic MOR	2.8	3.5
KNBR(AM)*	Adult Contemp	3.6	3.5
KSAN-FM	Country	2.9	3.4
KRQR(FM)	AOR	2.9	3.0
Philadelphia			
KYW(AM)	News	6.9	7.1
WMMR(FM)*	AOR	7.8	6.9
WUSL(FM)*	Urban Contemp	8.2	6.9
WEAZ-FM	Easy Listening	6.1	6.6
WEGX(FM)	CHR	7.0	6.1
WPEN(AM)	Nostalgia	6.3	5.8
WIOQ(FM)	CHR	2.5	4.8
WKSZ(FM)*	Soft Contemp.	5.5	4.6
WMGK(FM)*	Adult Contemp.	4.1	4.6
WYSP(FM)	Classic Rock	4.8	4.5
Detroit			
WJR(AM)	MOR/News/Talk	10.6	9.9
WJLB(FM)	Urban Contemp.	7.9	7.4
WJOI(FM)	Easy Listening	5.8	5.5
WDFX(FM)*	CHR	3.4	4.5
WWJ(AM)*	News	4.3	4.5
WCZY-FM*	CHR	4.6	4.3
WWWW(FM)*	Country	4.1	4.3
WLLZ(FM)	AOR	4.9	4.1
WHYT(FM)*	CHR	4.6	3.8
WNIC-FM*	Adult Contemp.	3.9	3.8
WRIF(FM)*	AOR	3.4	3.8
Boston			
WXKS-FM	CHR	8.6	7.7
WZOU(FM)	CHR	5.8	6.6
WRKO(AM)	Talk	7.7	6.5
WJIB(FM)	Easy Listening	4.9	6.3
WBZ(AM)	Adult Contemp.	6.6	5.9
WBCN(FM)	AOR	6.6	5.8
WMJX(FM)	Soft Hits	3.5	4.7
WHDH(AM)	Adult Contemp.	4.4	4.6
WSSH-FM	Easy Listening	4.3	3.9
WODS(FM)	Oldies	4.5	3.7

Satellites: Flying Toward the Future



Year of the satellite land rush

One year after the satellite operators promised they would launch no successor birds without commitments from the major broadcasting and cable networks, Hughes Communications, GE Americom and AT&T have them and are moving forward with the construction and launch of a new generation of satellites in the 1990's.

So far, programers have made down payments on 11 birds. With ABC on board, AT&T plans to launch two hybrid C-band/Ku-band satellites, the largest ever built for any user. GE is committed to launching at least three C-band birds (to be built by co-owned GE Astrospace engineers, pictured here working on two Satcom satellites) to accommodate a consortium of cable programers led by Viacom and is assembling another for Alascom.

Having pre-sold capacity to HBO and Turner Broadcasting System, Hughes will also launch three C-band cable birds, and is going ahead with two large hybrids to handle CBS's satellite traffic.

Higher construction, launch and insurance costs mean the new generation of satellites will not come cheap. At about $125 million for each C-band bird and $185 million for each hybrid, the three satellite carriers will spend at least $1.6 billion for those 11 television distribution satellites they now plan.

Two other satellites, GTE Spacenet's GStar IV and IBM's SBS VI, both of which will likely carry news and sports backhauls and private business traffic, are already scheduled for liftoff next year. How many of the remaining 10 satellite applications now pending at the FCC (see chart, page 38) will eventually be launched remains to seen.

More deals will follow. Dozens of cable networks, syndicators, regional broadcasters and PBS have yet to say what they will do. NBC has several more years to decide. Additionally, private data and business television networks are springing up, and they may require as many as a dozen satellites in the next decades.

Knowing that the days of launches on speculation are now over, most providers and users predict a tighter market for occasional use and smaller syndicators. Some of the remaining operators—Western Union has dropped out and IBM has said it will follow—as well as some customers, may not survive. But for now, the next decade of network distribution has already begun to take shape.

Wheeling and dealing

By the end of 1993, the nine satellites now carrying the great majority of television and radio networks will run out of the fuel that keeps them in place and come to the end of their useful lives.

Because of the higher costs, as well as their experience with, in their opinion, too much unoccupied capacity, the operators made it known that they would not launch replacement satellites without the cost being shared up front by satellite users.

Moving expediently to acquire capacity in time to allow the two to three years needed to build and launch replacement birds, the big cable and broadcast programers entered negotiations last year, moving carefully, balancing affiliates' needs, costs, technological flexibility and the ability to call their own shots in the future.

Selling in-orbit real estate to cable programers is perhaps easier than filling a bird with broadcasters or private business networks. Extending the popular shopping mall metaphor, once an operator sells mall space to a Sears or Bloomingdales, thereby assuring customers will come, other retailers will clamor to acquire the remaining space. Although that "anchor tenant" model applies to broadcasters, a great portion of broadcast programing, including newsgathering, sports and syndication, requires space on an occasional basis. In cable, however, most of the retailers, wholesalers, really, are national 24-hour-a-day services in need of full-time space. Selling it to them, however, hinges on getting the anchor tenant.

When HBO and the Turner Broadcasting System teamed up to buy 10 to 14 transponders on Hughes's proposed 24 C-band transponder birds Galaxy IR and Galaxy V, the per transponder rate was in the $7 million neighborhood, according to several well-placed sources. Galaxy 5 and Galaxy IR—to be launched in 1991 and 1993, respectively—will carry HBO, Cinemax, CNN, Headline News and TNT. The addition of ESPN means Hughes has secured the last of three programing legs—news (CNN), entertainment (HBO, TNT, USA, TNN) and sports (ESPN)—necessary to make the two satellites, in the words of ESPN senior vice president, affiliate sales and marketing, Roger Williams, "the premier cable birds of the 1990's."

If the HBO-Turner deal was for 14 transponders, Hughes gained $98 million from its anchor sale. The per transponder figure, however, said the sources, does not account for monthly $15,000-$30,000 per transponder protection payments—which might have been waived for the anchors—or about $1 million in launch protection. And other factors, such as options on new transponders for future additional services, may also fudge the numbers. But, in any case, the anchor deal revenue of less than $100 million is far short of the at least $350 million Hughes will spend to build and launch Galaxys IR and V and, a requisite part of the contract, in-orbit fleet spare Galaxy VI. Add Hughes marketing costs, and the figure moves toward half a billion dollars.

The operators make up the difference as they sign on other programers vying to join the must-watch anchors and fill up the remaining 34 transponders at higher rates. A second tier of major basic channels were said to pay closer to $10 million per transponder. If several of those, such as ESPN or The Nashville Network, purchased six transponders at that rate, Hughes made another $60 million—bringing revenue to a level still more than $200 million short of costs. A combination of latecomer buys and long-term leases, as well as up to $2 million-a-year short-term leases, could see the remaining 28 transponders go for an average of up to $18 million each. That would add $504 million to Hughes revenue on the three cable birds. The conjectural total of $662 million revenue, minus the $350 million to $400 million expenses, would leave Hughes with $262 million to $312 million profit over the 12-year life of the system.

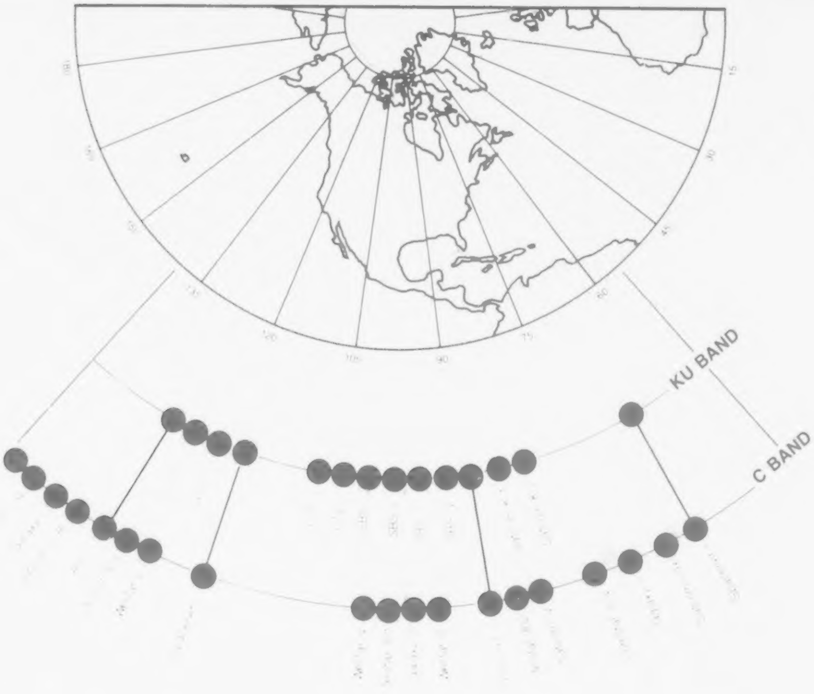
Cable programers: Power in numbers

On the surface, the operators have appeared to hold all the cards—the wherewithal to build and launch satellites and their unanimous demand for prelaunch commitments. But both cable anchor deals resulted from powerful programers joining forces with other powerful programers to create these spacecraft "neighborhoods." The

GTE
Video Control Center

GTE Spacenet's video control center where video traffic on all GTE Spacenet satellites is monitored

Satellite guide to the sky



Carrier Satellite	[1]C-band	Ku-band	Approximate end-of-life	Orbital slot
Alascom				
Aurora I	24		Jan 1992	143
AT&T				
Telstar 301	24		Nov 1993	96
Telstar 302	24		Sept 1994	85
Telstar 303	24		Apr 1995	125
Comsat				
Comstar II [2]	24		July 1986	76
Comstar IV	24		Feb 1991	76
SBS I		10	Nov 1990	99
SBS II		10	Sept 1991	97
Contel ASC				
ASC I	18	6	Aug 1995	128
GE Americom				
Satcom I-R	24	—	April 1993	139
Satcom II-R	24	—	Sept 1993	72
Satcom III-R	24	—	Nov 1991	131
Satcom IV	24	—	Jan 1992	82
Satcom K-1	—	16	Jan 1996	85
Satcom K-2	—	16	Nov 1995	81
GTE Spacenet				
Spacenet I	18	6	May 1994	120
Spacenet II	18	6	Nov 1994	69
Spacenet III	18	6	March 1998	87
GStar I	—	16	May 1995	103
GStar II	—	16	March 1996	105
GStar III [3]	—	16	Sept 1994	125
Hughes Communications [4]				
Galaxy I	24	—	June 1993	134
Galaxy II	24	—	Sept 1993	74
Galaxy III	24	—	Sept 1994	93 5
Westar III	12	—	Aug 1989	91
Westar IV	24	—	Feb 1992	99
Westar V	24	—	June 1992	122 5
IBM [5]				
SBS IV	—	10	Aug 1984	91
SBS V	—	14	Sept 1988	122 5
MCI				
SBS III	—	10	Nov 1982	95

[1] C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus 10 years.
[2] Although Comstar II has passed its design end of life and gone into north-south drift, Comsat uses tracking antennas to maintain use of that bird.
[3] Imbalanced loading of fuel caused GStar III not to reach 125 degrees on schedule following September 1988 launch. Expending station-keeping fuel to move it there by next fall will reduce bird's design life by five to eight years.
[4] Hughes finalized purchase of Western Union Westar birds Jan. 20 and, by September 1988 agreement with IBM, markets capacity on SBS IV and V.
[5] Announced July 7, Hughes purchase of IBM holding company, Satellite Transponder Leasing Corp., and SBS IV, V and VI birds (SBS VI is scheduled to launch in June 1990) awaits FCC approval.

value of those programers to Hughes, measured by their ability to fill the remaining 30-some transponders with other programers vying to be "next door," surely gave them leverage in gaining extras, including nonpreemptible status, onboard backup transponders, in-orbit backup satellite access and options on expansion channels, if not also "sweetheart" prices on all of it.

"The number one question [other] programers have to face," ESPN's Williams told BROADCASTING, "is how to be on a satellite picked up by 100% of the cable industry." ESPN, USA Network and The Nashville Network have answered that question by also joining HBO and Turner on those birds. In addition to securing excess capacity, ESPN's purchase of four Galaxy transponders will improve its security: its main Galaxy I feed, "the second most preemptible feed on that bird," according to Williams, will become nonpreemptible on Galaxy IR.

But certainly, in cable, GE Americom will also remain a power. A 20-transponder deal with Viacom and other programers announced in February means GE will replace its current primary cable birds, Satcom FIIR and Satcom FIV with Satcoms C-3 and C-4, both scheduled to launch in late 1992. Fleet spare Satcom C-1 will be launched in early 1991. Committed as a group to those birds are Showtime, The Movie Channel, MTV, VH-1, C-SPAN I, C-SPAN II, The Weather Channel and Lifetime. In a separate deal two weeks ago, CBN Family Channel purchased a transponder on each of those satellites.

Additionally, Americom expects to replace its Satcom FIR, a major carrier of regional cable and distant signal services; Satcom FIIR, filled now with government networks and broadcast syndicators, and its Ku birds, Satcom K-1 and K-2, which now carry NBC, private networks and may soon carry cable superstations. (On June 30, the ABC Network Radio—a customer which, like the other major radio networks, is now carried on FIR—purchased a transponder on Satcom C-5, to be launched in 1991. Again, because ABC Radio affiliates will have to point their dishes at C-5, other radio programers wanting to reach those affiliates will also want to fly on C-5. Therefore, ABC should prove to be an anchor for that bird in much the same way that Viacom and HBO-Turner are anchors for the cable birds.)

The Viacom deal was a coup for GE, in that they were regaining a customer lost to Hughes only two years before (BROADCASTING, March 2, 1987). On the other hand, negotiating singly, the top programers might have acquired only a handful of transponders at first-come prices. Instead, nearly 50% of the Satcom capacity was sold in the anchor deal, almost certainly an advantage for the Viacom group in pricing, and a trade-off perhaps worthwhile to Americom, which then had less real estate to sell.

If all 20 Satcom transponders sold for $7 million each, GE made more than Hughes for its anchor deal—$140 million—but left itself only 28 transponders, six fewer than Hughes, to sell at higher prices. Given revenue of perhaps $60 million for six $10 million channels and $396 million for 22 channels at $18 million each, GE Americom might make a $246 million profit—about $70 million less than Hughes—on $596 million revenue over the life of its $350 million three-bird system.

Although the HBO and Turner channels were sufficient to launch the Galaxy birds, number one basic programer ESPN may have gained its own leverage in a separate four-transponder purchase of Hughes capacity late last month (BROADCASTING, July 3). Its power lay in its ability to fill out the third leg of the entertainment-news-sports combination, assuring preeminence in markets ancillary to cable.

The ESPN purchase virtually assured that Hughes will also fly the number one bird for the satellite master antenna television (SMATV) hotel business. ESPN's survey of 10,000 SMATV headends found that 95% of them have only one dish, most pointed at Galaxy I—further evidence that the combination of HBO, CNN and ESPN on Galaxy IR also assures that Hughes will continue to operate the number one SMATV bird in the next decade.

But according to GE commercial operations senior vice president W. Neil Bauer, GE may actually gain the single-dish SMATV affiliates. The four primary cable birds in the next generation will, he predicted, "be located very closely in space, between 125 through 135. Even those areas that have one dish," he said, will be able to more easily shift from bird to bird using dual feed horns to preclude having to physically repoint antennas.

"We've done some work with vendors on what the pricing would be for those and what the feasibility is for going forward. We feel that there will be more use of [the dual feed horns] in the single-dish market in the future." GE does not believe a giveaway or mass purchase of the feed horns will be necessary. "We have enough dishes pointed at FIIR right now so that we feel it's going to be very attractive anyway," said Braun. Also, noting that one form of protection that HBO already uses is to deliver feeds over both Hughes and GE birds, Bauer said that C-3 and C-4 may also carry HBO.

Since the Hughes and GE announcements of their anchor tenant deals, other programers have signed tentative "memoranda of understanding" with one or both of those operators, securing what many have described as "reservations." But as handshakes turn into firm contracts, the reservations become less real. "To any other programers still out there," said ESPN's Williams, "I suggest they act quickly."

One compelling reason for unsigned programers to move quickly, said Williams, is that the capacity on Hughes's two cable birds and GE's two cable birds—all four adding up to 96 C-band transponders—will fall short of replacement demand. Indeed, cable programers now occupy more than 120 transponders. GE's Braun conceded that marginal services could find themselves left out of the primary bird club. "There is an incentive for people to sign up early," said Braun. "People who come in early are going to get a better deal; sort of preconstruction pricing. But they will be accommodated one way or the other. We can use C-1 for additional capacity."

Future cable: room for growth

With next-generation deals all but settled, where does cable satellite delivery go from here? Growth in C-band demand in cable has also exceeded predictions, said Petrucci. The sources of continued growth, say both Hughes and GE, are the addition of new national cable channels, the addition of East and West Coast feeds and the launch of regional sports channels.

Examples of all three trends already exist. ESPN is an expansion case in point, moving from leasing three transponders full-time to buying four. To accommodate its need to carry simultaneous regional feeds of Major League Baseball next summer—three years before its Hughes transponders are placed in orbit—ESPN quietly acquired a fourth transponder on Galaxy III in May.

But until new birds are launched, HBO has been forced to drop its East (Combo) feed to make room for the launch of its new service, The Comedy Channel, later this year. The "HA" MTV Comedy Network will require capacity, as will the proposed Science Fiction Channel. And on July 7, when CBN Family Channel and The Nashville Network announced their respective deals with GE and Hughes, each said it would double its capacity to initiate feeds to both coasts.

Regional sports networks may have the easiest time coming on line. Independent of the need to be seen by every headend in the nation, most are carried via secondary cable birds, including Satcom FIR and FIIR and GTE Spacenet's Spacenet III. GE, said Bauer, has predicated much of its marketing plans for Satcom FIR and its replacement, C-1, on the growth of regional sports networks, such as those on the drawing board for Seattle and San Francisco.

On the national level, however, as the HBO combo drop suggests, options are more limited. The next generation of Hughes and GE cable birds will carry the same number of transponders carried by their current counterparts—96. And most of those are filled now.

However, noting continued channel capacity expansion at cable headends, GE's Braun said: "I don't think you'll ever see the speculative kinds of launches you saw in the '70s, but we don't think that satellites are going to be the stopper" to the growth cable services.

"We could bring another satellite, that's true," said his partner, Bauer. "All our research indicates continued growth in the cable segment."

Network deals: Big bird is here

The industry rumor mill proved fickle and untrustworthy through last winter and spring. A prime example was the "reliable sources" that had both CBS and ABC buying capacity together on AT&T's future Telstar 401 and Telstar 402 birds in mid-May. Executives at both networks had previously spoken of the "synergies" in the networks using a common satellite system, and, because the relationships of both with AT&T had begun decades ago, the "known quantity" factor made reports of the deal unsurprising.

ϟ Proposed domestic satellites

These are the 23 new and replacement satellites proposed for launch in the 1990's.[1]

Carrier Satellite	[2]C-band	Ku-band	Orbital slot	Launch date	Customers uses
Alascom [3]					
Aurora II	24		[illegible]	[illegible]	[illegible]
AT&T					
Telstar 401	24	24	[illegible]	[illegible]	[illegible]
Telstar 402	24	24	[illegible]	[illegible]	[illegible]
Contel ASC					
Contelsat I	[illegible]	[illegible]		[illegible]	[illegible]
Contelsat II	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
GE Americom					
Satcom C-1	24			[illegible]	[illegible]
Satcom C-3	[illegible]		[illegible]	[illegible]	[illegible]
Satcom C-4	[illegible]		[illegible]	[illegible]	[illegible]
Satcom H-1	24	[illegible]		[illegible]	[illegible]
Satcom [illegible]	[illegible]			[illegible]	[illegible]
GTE Spacenet					
Spacenet IR	[illegible]		[illegible]	[illegible]	[illegible]
Spacenet IIR	[illegible]		[illegible]	[illegible]	[illegible]
GStar IR		[illegible]	[illegible]	[illegible]	[illegible]
GStar IV		[illegible]	[illegible]	[illegible]	[illegible]
Hughes [4]					
Galaxy [illegible]	[illegible]			[illegible]	[illegible]
Galaxy [illegible]	[illegible]			[illegible]	[illegible]
Galaxy IR	[illegible]		[illegible]	[illegible]	[illegible]
Galaxy [illegible]	24			[illegible]	[illegible]
Galaxy [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galaxy [illegible]	[illegible]		[illegible]	[illegible]	[illegible]
IBM					
SBS [illegible] [5]		[illegible]		[illegible]	[illegible]
National Exchange [6]					
Spotnet [illegible]	24	18	[illegible]	[illegible]	[illegible]
Spotnet [illegible]	24	18	[illegible]	[illegible]	[illegible]

[1] Chart information is based on FCC documents [illegible] applications among GE, GTE and National Exchange [illegible] 93, 127 and 135 degrees [illegible] November 1988 [illegible] for construction and [illegible] assigned slots.

[2] C-band and Ku-band columns indicate numbers of transponders [illegible] construction and/or switch delays.

[3] Ten of 24 transponders on GE Americom-operated Aurora II [illegible] with the remaining 14 dedicated to Alascom.

[4] Hughes intentions to launch Galaxy VII and to change [illegible] Galaxy VIII to hybrid C/Ku-band configuration [illegible] licenses to use Ku-band and C-band [illegible]

[5] Hughes agreement to purchase [illegible] was announced July 7 and awaits FCC approval.

[6] National Exchange's birds will carry 18 spot beams [illegible]

Other factors lent additional credence. Hughes Communications Inc. (HCI) had adamantly opposed launching hybrid satellites carrying both C- and Ku-band capacity—something the networks had from the beginning requested as a way to coordinate their Ku-band news and sports backhauls with C-band distribution on the same satellites. AT&T had said yes to this specification and proposed to launch the largest ever communications birds, each carrying 24 transponders in each band and capable of "cross-strapping," or transferring from one band to the other, aboard the spacecraft. And when the FCC last November assigned these birds to positions almost ideally suited to the networks' needs to regionalize feeds while also reaching affiliates in all 50 states, the tandem deal appeared inevitable.

But on May 24, CBS announced it would purchase 10 C-band and two Ku-band transponders on two future Hughes satellites, Galaxy VII and Galaxy IV, to be launched in 1992 and 1993, respectively. At least one of the Galaxys would be a hybrid as large as those proposed by AT&T. Given approximate $7 million per C-band transponder costs and closer to $10.5 million Ku-band prices, CBS might have paid $84 million for its capacity over the satellite's 12-year life. Although CBS's status as an anchor tenant sure to bring other broadcast TV programers to the Hughes birds may have brought that price down, extras such as on- and off-board protection and cross-strapping expansion options likely kept the price near the $80 million level.

Two days later, ABC said it would purchase seven C-band and two Ku-band transponders from AT&T—a $70 million deal, based on the $7 million C-band and the $10.5 million Ku-band per-transponder rates. Hughes may apply to construct both its CBS birds as hybrids, according to HCI President Steve Petrucci. While the prospect of four birds carrying 96 transponders in each band has heartened those in the occasional use markets, many players and observers continue to express skepticism that sufficient commitments can be found to justify the launch of all four hybrids.

Did the investment in the Westar satellites carrying PBS, syndicated programing, sports backhaul transmissions and other broadcast television make it imperative that Hughes expand its noncable video business in the next generation? Unequivocally not, said Petrucci. The Westar purchase, approved by the FCC last November, "expanded what Hughes could do, not what it had to do," he said.

Be that as it may, at both Hughes and AT&T, proposals to launch two birds each for broadcasters does expand what each has to sell. A significant number of television users remain in play and are being as heavily pursued by the vendors as were the anchor tenants, said AT&T Satellite Communications Director Karl Savatiel. Like the commercial networks, PBS, he said, could find a hybrid most attractive, partly for cross-strapping, in light of emerging proposals for increased public TV programing direct to school's requiring the smaller Ku-band dishes.

NBC broadcast operations Vice President David Baylor told BROADCASTING in late June that, when negotiations for next-generation capacity begin at his network, perhaps around 1992, a deal with co-owned GE Americom is no foregone conclusion. The only all-Ku-band network, NBC could find "synergies" in moving over to the Ku-band capacity on either the Hughes or AT&T hybrids.

Additionally, syndicators, such as Wold, Bonneville and Hughes Television Network (which issued a request for quotes some two months ago, according to one operator), uplinkers and newsgatherers are in the market for a large block of full-time capacity. "CNN, for example, even though Turner is going with Hughes for distribution, is looking for some backhaul capacity. Great American Broadcasting is another one, as well as IDB, HTN and Fox." Indeed, last winter Fox leased several transponders on Telstar 303 into 1995. But after the CBS surprise, few will give full weight to the incumbency factor.

Reports all winter and spring had GTE Spacenet in the thick of negotiations to win network distribution business. And, according to Spacenet President C.J. (Jerry) Waylan, his company is "still in the running" to win PBS, IDB and other large, long-term capacity sales. The hybrid Spacenet III, which was launched last year and should remain in operation into 1998, has taken on secondary cable programers, including Pro Am Sports in Detriot, and backyard dish distributors, including United Video. It has, however, landed no national cable or broadcast 'anchor' tenants for future birds.

GTE, said Waylan, will "continue to compete on the fringes of the video market," providing Ku-band backhaul capacity and coordination services, while predicating its continued business on a mix of broadcast and nonbroadcast markets.

Satellite operators: Hughes out front

General Motors subsidiary Hughes Communications is taking the businesses of satellite construction and operation seriously. HCI is now having five satellites built for it by co-owned Hughes Aircraft's Space and Communications Group. And HCI has also been shopping elsewhere. Last January, Western Union exited the market, selling its three in-orbit Westar C-band satellites to Hughes, which said it needed them because all the capacity on its Galaxy I, II and III satellites was filled.

The Westars would serve to hold new customers until new and work Systems (once Maycom, purchased by Hughes Aircraft in replacement Galaxy birds are launched, beginning in 1991, when Hughes sends up Galaxy VI (formerly Westar VI), which Hughes purchased from its original insurer. Additionally, the purchase might give Hughes a leg up in selling future capacity to current Westar customers, including PBS and dozens of state and regional broadcasters.

Hughes's Steve Petrucci

GTE's Jerry Waylan

GE Americom's Walter Braun and W. Neil Bauer

Seven month later, on July 7, Hughes announced its agreement with IBM to buy 100% of the stock of IBM holding company Satellite Transponder Leasing Corp. Pending FCC approval, three more birds, all Ku-band, will belong to Hughes: SBS IV and SBS V (in orbit and carrying 10 and 15 transponders, respectively) and SBS VI (a 19-transponder bird to be launched in December 1991). By an agreement in principle signed last September, Hughes already was to hold minority interest in STLC and has been selling SBS capacity to a burgeoning market of business TV and data customers, many of them supplied by manufacturer Hughes Net-1987). As of late June, said Petrucci, SBS IV was essentially 100% occupied, and SBS V was about 50% filled. And the SBS capacity will also be marketable to "broadcasting, newsgathering and backhaul transmission applications."

If approved, the purchase would give Hughes its first Ku-band capacity and the largest domestic satellite fleet ever, comprising three Ku and six C-band birds. Although the usefulness of 12-transponder Westar III is marginal—at 10 years old, it has begun to drift in and out of orbit—another Hughes C-band bird, Galaxy VI, with 24 transponders will be launched next June. If Hughes's next-generation plans materialize completely, that fleet of nine could reach 10 by 1994: five C and three Ku-band birds (or their replacements) and two C-Ku hybrids.

In the past seven months, Hughes has increased its in-orbit fleet by five birds, sold transponders on its future cable birds to HBO, Turner Broadcasting and ESPN, and unexpectedly won CBS business from AT&T. And its business is no longer limited to this continent. Already 80% owner of United Kingdom DBS permittee Atlantic Satellites in Ireland, it also became one-third equity partner in Japan's first commercial satellite company, JCSAT, which will have two birds in orbit by October.

Hughes Aircraft, according to Petrucci, "did about $1.5 billion worth of business last year, roughly half of it military business. Hughes Communications' percentage of the commercial half of its manufacturing sister company's business "goes up and down." This year, it is most certainly up: it is building five HC birds. It is also refurbishing Westar VI, built about two years ago, he said, to be launched next year as the next system in-orbit backup, Galaxy VI. So successful has Hughes Aircraft been at marketing its workhorse, the HS 376, that all three Western Union Westar birds acquired last year by Hughes Communications, as well as the SBS IV and V satellites now marketed by Hughes, are that bus. SBS VI, which Hughes will also market after it is launched late next year, is an already built 376.

GE Americom: Taking risks and holding ground

Only two of the satellite operators are owned by companies that also build satellites—Hughes and GE Americom. Whether both may have been able to offer the best prices because of that advantage is known to only a handful of insiders. But it is clear that the near western quarter of the domestic orbital arc will be filled with GE- and Hughes-built satellites carrying the cable neighborhood beyond the year 2000. Hughes Galaxys IR and V will fly at 133 and 125 degrees respectively, with in-orbit spare Galaxy VI nearby at 91 degrees; GE's in-orbit spare Satcom C-1 will fly at 137 and will be easily moved, without using much station-keeping life-of-the-bird fuel, given a launch or in-orbit failure for C-3 at 131 or C-4 at 135.

Although GE believes, said Bauer, that its C-3 and C-4 programer "neighborhood will be distributed to all of the cable headends," GE has had a tough year at the FCC—a year of risk-taking and repositioning that illustrates how easily regulatory uncertainty can translate into uncertainty in the marketplace.

When the commission issued orbital assignments for, and authorizations to launch, 19 fixed satellite service birds last November, GE was left out, having filed only two months before the report and order (BROADCASTING, Nov. 21, 1988). Although the commission left GE's current slots unassigned and so apparently reserved for GE replacement birds, GE's application to launch a new 60 w Ku-band cable programing satellite, Satcom K-3, into the center of the orbital arc (at 85 degrees) was denied. Based on industry comments that such powerful birds would create frequency coordination and interference headaches, the FCC created two discrete segments at the far ends of the arc for such "high-power density" satellites—despite GE's protestations that no bird in the discrete segment could offer customers a 50-state reach.

The resulting lack of a 50-state assignment for K-3 constituted the last nail in the coffin for GE's Crimson Satellite Associates co-venture with HBO that sought to bring cable delivery to Ku-band (see page 56). K-3 was sold to Luxembourg-based direct broadcast satellite operator Astra several months later. Americom is now negotiating to sell the other Crimson bird, Satcom K-4, to Intelsat, said Braun. Crimson is, after four years, being dissolved.

Forced in the 11th hour to come up with a new strategy, GE has this past spring gone through a series of applications to rearrange its orbital assignment scheme, including a failed competitive application for 93 degrees west longitude, from which it backed off early last month. Judging by reply comments to its latest proposal to fly Satcom C-3 and C-4 at 131 and 135 degrees, respectively, that regulatory battle may soon be settled. In the interim, however, GE lost a potential next-generation deal with PBS, which was not satisfied that GE had secured a 50-state slot (BROADCASTING, Feb. 13). And GE's unsettled assignment situation may have contributed to Hughes's winning HBO and Turner.

GE AstroSpace, which also builds satellites for government and commercial users at home and abroad, is currently working on two satellites for GE Americom. Satcom C-1, to be launched by Arianespace in the first quarter of 1991 as Americom's next-generation in-orbit spare, was built in 1981 along with Satcom IR, IIR and V (Aurora I). It is now undergoing refurbishment, which includes increasing transponder redundancy and doubling or tripling the systems that control the bird, according to Bauer. Satcom C-5, or Aurora II, will likely be launched by McDonnell Douglas, he said, adding that "the design process is underway" on the two next-generation cable birds, Satcom C-3 and C-4. Contracts have been signed to launch C-3 in September or October 1992, C-4 in November or December 1992.

New models: More power, redundancy, flexibility, longer life

The satellite operators and television have had a love affair ever since Home Box Office began distributing its pay movie service to cable systems via Western Union's Westar I in 1976. The operators love TV because a single customer requires an entire transponder, whereas it takes anywhere from 80 to 800 voice or data customers to fill an equal amount of capacity. The family of cable programers alone occupied in excess of 120 transponders on five birds during the past several years, and so have proved most coveted to Hughes Communications and GE Americom.

But as crucial as such customers are to the survival of each satellite operator, the programers have faced an equal risk. As noted by GE Americom senior vice president, government services and operations, Walter Braun: "A lot of people have their businesses riding on this. If your satellite goes out, you're out of business." The programers, he said, have proved "they know what they want, but they also have a lot more at stake. Now that you've got large, mature, high-profile businesses with large cash flows, you have more common sense and more business sense. You want to make sure that what you get is reliable."

Reliable and flexible they are, say the programers, rejecting speculation that fiber optic cable will soon bring television distribution back to earth. The networks' commitments to another generation of satellites has put off such a transition for another decade or more.

But according to GTE Spacenet President C.J. (Jerry) Waylan, "the entry fee" into satellite operation has increased "by a factor of two" over the past several years—an increase already being shared by the programers.

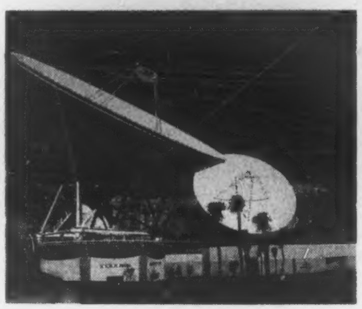
Getting satellites into operation has proved risky and expensive. When the Challenger shuttle exploded on take-off in 1986, NASA ceased taking commercial satellites into orbit. Since their own loss of an expendable vehicle that same year, Paris-based Arianespace has gradually taken up the slack, sending 22 birds into orbit between September 1987 and June 1989.

But the construction and launch of larger advanced satellites is costly.

According to applications at the FCC, Hughes has estimated that building, launching and operating one of its next-generation C-band birds for one year will cost $124 million; Alascom, which does not build its own birds, estimated the same endeavor would cost it $147 million; to build, launch and start up its two, 48-transponder Telstar 401 and 402 birds, AT&T expects to spend $489 million.

Although Ariane's streak has been encouraging, occasional losses still occur. Germany lost TV-Sat 1 in early 1988 because the satellite's solar array failed to deploy. GTE lost at least half the useful life of its GStar III last fall when fuel loaded out of balance kept it from reaching geostationary orbit. And only last month, India's Insat 1D was virtually destroyed in assembly. Consequent-

Florida Earth Station for Sale



GTE SPACENET CORPORATION offers for immediate service, lease, or purchase: Twin 32 meter wheel and track satellite antennas including entire Earth Station infrastructure on 80 acres of land located on the Florida Gulf Coast, north of Tampa.

Communications:

The 32 meter antenna is based on state-of-the-art Beam Waveguide design employing a wheel and track antenna mount and a step track antenna tracking subsystem. A four port C-Band linear feed assembly is used. Two redundant Aydin 3KW HPA's, up-converters and four redundant Lenkurt down-converters per antenna are available and can be readily switched into any configuration desired. All major Monitor and Control functions are centralized at the operations console.

Facilities:

A 500KW stand-by diesel generator and a 300KW UPS are utilized to provide a reliable power source for all critical/technical loads. A/C, water, sewage, security, Halon, lighting, and central air handlers constitute critical support elements needed to maintain the correct environment for reliable communications. The fenced-in grounds are landscaped and include a private fishing pond. The one story building contains 12,000+ sq. ft. of finished floor space with room to add a studio and/or other equipment. The entire facility can be operated and maintained by two technicians. See attached photograph.

Seller may consider ground lease of Earth Station site. Interested parties may arrange site visits and obtain additional technical information from:

Mr. Bill Patterson
Director, Network Operations
GTE Spacenet Corporation
1700 Old Meadow Road
McLean, Virginia 22102
(703) 848-0204

GTE
Spacenet

ly, insurance is not cheap, having remained around 20% for the past year.

Advanced technology also adds to the cost. New satellite delivery applications are proliferating, exemplified by recent heavy investments in land mobile and aeronautical satellite ventures such as Geostar and the American Mobile Satellite Consortium, international separate systems such as PanAmSat and Orion and remote sensing satellites. The new applications call for new technologies, exemplified by NASA's Advanced Communications Technologies Satellite, which will employ a wide variety of bandwidths, spot beam transponders and other experiments in customized design.

But for the television and radio businesses, operators are, for the most part, refining and making more powerful the workhorse 36 mhz, C-band bird that has dominated the first generation.

The next-generation C-band birds will carry 16 w tube amplifiers driving 24 transponders. The higher power, say all industry sources, means a stronger signal and better picture, although most cable headends and TV stations are now equipped with dishes large enough to pull in a good picture from the current 8 w birds. New cable headends, however, may be able to save money in purchasing relatively smaller antennas in the future.

Additionally, the birds will carry second and third backup parts, and, thanks to improvements in batteries and fuel capacity and consumption, they are designed to last 12 years, two years longer than the current generation.

From a technological angle, latecomers to successor capacity dealmaking have less input into the design of the satellite. Although "satellites have never really been bought 'off the rack,' " said Braun, successor birds will be more customized than ever. Satellite procurement, he said, is "in a state of transition. To some degree, it was pretty much a standard design in the past, especially at C-band—pretty much 36 mhz and as much power as you could cram into the transponder—even though there were a lot of bells and whistles. GTE bought a certain kind of hybrid; Contel bought a certain design; we bought a certain design. For the more specialized applications in the future, I could see some custom tailoring."

Although the workhorse C-band will again rule the day, two new developments, high-definition television and the hybrid C-Ku spacecraft, will have far-reaching ramifications for the television industry.

In addition to flexibility factors like cross-strapping, the hybrid Telstars will offer more power—60-80 w in Ku-band—said AT&T Satellite Communications Director Karl Savatiel, "and the signal on the ground will be hotter. The affiliates will get better signal quality."

Like GE and Hughes, AT&T, said Savatiel, is also preparing for the potential introduction of HDTV some time after the launch of Telstars 401 and 402. Once in orbit, those birds' bandwidths will be switchable from the ground. Initially configured for 36 mhz video traffic, the transponders can accommodate an HDTV signal requiring 54 or 72 mhz.

On the potential for DBS, AT&T and GE appear to be on the same page: medium-power DBS first. "There are opportunities for communicating to antennas less than three-quarters of a meter off of these satellites. What we basically have is variable power. We can parallel two 60 w tubes into 120 w and enable us to get at least six, maybe 10, channels per bird, if that is what we want. We would have very little, if any, co-channel interference with adjacent satellites. We have demonstrated that to the FCC."

"Of course, if [DBS] takes off and really develops into a super market, then you have enough subscribers and enough revenue to go ahead and build a specialized bird." It is a market, he said, that broadcasters "ought to take a look at."

According to the FCC, AT&T has asked for an extension until fall on its deadline to begin building the new Telstars, at the same time offering assurances that the launch dates won't be affected.

When it comes to HDTV, all the operators are offering assurances that their satellites will be HDTV-ready, no matter what standard or standards are adopted by programers. Ku-band's higher power could make it the front-running medium—one factor contributing to the rise of the hybrid proposal. GE has performed HDTV transmission tests via Satcom K-1, working with the David Sarnoff Research Center on advanced TV. "The position for satellite operators has to be to make birds compatible with everything. [It is] largely an issue of power and bandwidth tradeoffs," said Braun, explaining that picture quality goes up as the square of the bandwidth, while it increases "only linearly with the power factor." Therefore, the GE birds will have flexible bandwidths. **-PDL**

The 1990's: when satellite supply should meet demand

Because programer commitments have indeed proved requisite in assuring that replacement and new satellites are launched by AT&T, Hughes and GE Americom, industry consensus is already fairly solid: the current surplus of capacity in both C and Ku bands will disappear early in the 1990's. With more advanced satellites being built, with construction and launch insurance rates running at about 20% of each bird's value, and without federal subsidy in the form of shuttle launches, no source could be found to predict anything but an upward push on costs to programers, whether in the forms of transponder purchases, long- or short-term leases or occasional time booking.

How far prices might go in forcing any satellite customers out of the market will depend largely on how many of the satellite operators remain in business, on whether each launches all the birds it now proposes and on how much demand for the same satellite capacity will continue to rise in nonbroadcast markets.

The number of birds actually launched and the kind of capacity carried on them could have wide-ranging ramifications for television users. GTE proposes a mix of new and replacement birds, including three hybrid Spacenets and three Ku GStars carrying a total of 66 C-band transponders and 114 Ku transponders. AT&T proposes hybrids totaling 48 transponders in each band. Hughes, in addition to launching its hybrids, also carrying 48 tranponders in each band, and a 24-transponder C-band fleet spare, could be flying an additional 43 Ku transponders aboard three SBS birds, if the FCC approves that purchase.

Many sources believe, however, that reality will fall short of current proposals. "I would say supply is still going to be tight," said AT&T Satellite Communications Director Karl Savatiel. "I don't expect to see a large surplus out there. I question whether it makes sense for all the current players to go forward after the mid-'90s. There may be further contraction" among operators, he said five days before IBM announced it would sell its satellite interests to Hughes. "The people who have the business needs of customers," said Savatiel, "are the ones that will go forward."

So far, commitments have apparently assured the launches of 10 satellites between 1991 and 1993 to serve cable and broadcast TV. In all cases, those "anchors" are expected to draw other programers to their adopted positions in the sky, selling out those satellites. But several sources expressed skepticism about whether all the operators will find sufficient commitments.

Shakeout: Fewer providers, fewer birds?

"Replacing satellites is a capital-intensive business. We're talking big money here," said Hughes President Steve Petrucci. GE Americom, GTE Spacenet, AT&T and Contel ASC, he said, "are large companies that could make the commitment if they wanted to. But all of those are companies that also have competing requirements on their funds internally. I'm sure the situation is different at every company, and that's what will determine who is in the business 10 years from now."

Like AT&T, and unlike Hughes and Americom, GTE is not a satellite manufacturer, and so, as one source put it, it has sold itself on service. Noting that the "entry price" into satellite operation is "up by a factor of two over the past five years," Spacenet President C.J. (Jerry) Waylan expects to see no more than "three of a modern police station.

One aspect that seems to separate the manhunt shows from other reality programs is advertiser support. Advertising agency executives suggested last week that neither *America's Most Wanted* nor *Unsolved Mysteries* is burdened with the "trash TV" stigma that has plagued some programs in the past season.

Earlier this year, ABC canceled two crime-related prime time specials, *Crimes of Passion II* and *Scandals II*, after receiving little advertising interest in the programs. Other programs have had trouble selling this season as well, such as Geraldo Rivera's prime time special on crimes related to satanic worship.

But the manhunt shows are perceived, and certainly pitched, as "pro-social," a term used by Ward Sylvester, who is partnered with Reese Schonfeld in Current Trends Productions, which is producing *Crime Watch* for Orion.

According to John Sisk, senior vice president, J. Walter Thompson, the manhunt programs are accepted by advertisers and evaluated primarily on their ratings performance. "I don't know how much of a plus we give them for the public service value," said Sisk. "But they certainly don't have the negative image that many of the so-called trash TV programs in syndication have been tagged with in the past season."

Both shows are solid ratings performers. *America's Most Wanted* is one of FBC's most popular programs, often beating NBC and ABC on Sunday nights. *Unsolved Mysteries* is usually first or second on Wednesday nights on NBC. *Crime Watch Tonight* doesn't air until the fall, but has been cleared by stations covering nearly 80% of the country, according to Robert Oswaks, Orion's vice president of advertising, publicity and promotion.

From the network standpoint, the two existing programs are extremely cost efficient. Linder said last week that each episode of *America's Most Wanted* costs about $150,000, a small sum compared to the $1 million and up it costs to produce a typical one-hour network drama. Sources put the estimated cost of *Unsolved Mysteries* at about $500,000 per episode, and noted the higher price tag for host Robert Stack as one reason for the cost. The production budget for the first season of *Crime Watch* exceeds $10 million, sources said.

The producers of all three programs suggest that the reason for their existence, and success, in the case of the two on the air, is, as Linder puts it: "Americans are fed up with crime." Linder said that the entertainment industry has inundated viewers with programs such as *Miami Vice* and *Wiseguy*, so that the concept of crime for many has become "some sort of amorphous dream. They [now] want the straight scoop."

John Cosgrove, who along with Terry Meuer produces *Unsolved Mysteries*, agreed that frustration with rampant crime in America is one reason for the success of the shows. "My feeling is it goes beyond that, though. We do stories from the standpoint of the people involved, who are very easy to relate to. People get caught up in the stories, and can imagine it happening to them. Under those circumstances, it's easy to care and to want to help."

According to Sylvester, *Crime Watch Tonight* "tries to tap into that same frustration." But with that program, the nightly fugitive profile will only be about three minutes long, with the rest of the half-hour focusing on developed news stories about different types of crime and the criminal justice process. There will also be tips on how to prevent crime or to avoid becoming a victim, said Sylvester.

Next season will be the second attempt to launch *Crime Watch*. Orion tried to launch the program in the 1987-88 syndication season but did not get enough station commitments. To some extent, Sylvester credits the tabloid show *A Current Affair* with demonstrating to stations that "a reality-based show could work in prime access."

While Americans have always been frustrated with crime, Linder said that 10 or 15 years ago manhunt shows would not have worked because of the poor image law enforcement had generally throughout society. "Ten or 15 years ago cops were 'pigs,'" he said. "And the name of the game was anti-establishment."

Law enforcement agencies see the programs as a way of capturing criminals for whom there are no other leads. "We've been very pleased," said FBI spokesman Rex Tomb. "They've helped us capture people we didn't think we had any probability" of apprehending. **—SM**

Week 42 delivers lowest numbers of 1988-89 season

Week 42 (ended July 9) delivered 24.7 million households, to date the lowest level of household viewership for the 1988-89 season. The ratings week closed out with NBC winning with a 10.1 rating and a 20.4 share. ABC came in second with an 8.8/17.7. CBS followed with an 8.4/16.9. In the evening news race, CBS won the week with an 8.5/20. ABC's *World News Tonight* came in second with an 8.1/19, followed by NBC's 7.9/19.

NBC's *Cheers* won the top spot for the week, garnering a 17.3/32. CBS's top slot was fifth place, held by a repeat broadcast of *Murder, She Wrote* (14.9/28). ABC took one slot in the top 10, eighth, with *20/20*'s 13.8/27.

Fox's top spot for the week came with the controversial premiere of *Totally Hidden Video* (see page 65). *Video* gave the network its highest rating ever, 10.8/20.

Nielsen		Net	Show
1	17.3/32	N	Cheers
2	16.9/30	N	Dear John
3	15.7/31	N	Cosby Show
4	15.5/30	N	Different World
5	14.9/28	C	Murder, She Wrote
6	14.3/31	C	60 Minutes
7	14.0/27	N	L.A. Law
8	13.8/27	A	20/20
9	13.5/29	N	Golden Girls
10	13.3/24	N	Night Court
11	13.3/26	N	Unsolved Mysteries
12	12.5/27	A	Full House
13	12.2/27	A	Roseanne
14	12.1/25	A	Mr. Belvedere
15	11.9/21	C	Jake and the Fatman
16	11.8/24	N	Knight and Daye, preview
17	11.4/20	A	ABC Sunday Movie
18	11.3/20	C	CBS Sunday Movie
19	11.0/22	A	Growing Pains
20	11.0/22	N	NBC Monday Movie
21	10.8/20	F	Totally Hidden Video
22	10.8/19	N	Seinfeld Chronicles
23	10.7/20	A	Just the Ten of Us
24	10.7/21	C	Designing Women
25	10.7/19	N	NBC Sunday Movie
26	10.6/21	A	Girl's Life
27	10.6/22	N	Hunter
28	10.1/20	F	America's Most Wanted
29	10.0/23	A	Perfect Strangers
30	10.0/18	F	Married With Children
31	9.9/20	C	Murphy Brown
32	9.7/22	N	Amen
33	9.6/21	A	Wonder Years
34	9.5/21	N	ALF
35	9.4/22	A	Who's the Boss?
36	9.4/20	N	Hogan Family
37	9.3/17	A	China Beach
38	9.2/17	C	Wiseguy
39	9.2/17	N	Miami Vice
40	9.0/20	A	Coach
41	9.0/17	C	Equalizer
42	9.0/18	C	48 Hours
43	9.0/20	N	Matlock
44	8.7/17	A	ABC Monday Movie
45	8.7/20	N	Midnight Caller
46	8.7/21	N	My Two Dads
47	8.4/18	A	ABC Saturday Movie
48	8.3/17	C	CBS Friday Movie
49	8.2/16	C	Freedom Festival '89
50	8.2/18	N	In the Heat of the Night
51	8.0/17	A	MacGyver
52	7.5/13	A	Hooperman
53	7.1/16	C	Kate and Allie
54	7.0/15	C	Heartland
55	7.0/15	C	West 57th
56	6.9/12	A	Robert Guillaume Show
57	6.8/15	N	NBC Major League Baseball Friday
58	6.7/15	C	Adventures in Babysitting
59	6.5/15	A	thirtysomething
60	6.2/12	A	ABC Thursday Night Baseball
61	6.1/11	C	Cavanaughs
62	6.1/12	C	Hard Time on Planet Earth
63	5.8/13	A	Incredible Sunday
64	5.7/13	A	Mission: Impossible
65	5.7/11	N	Magical World of Disney
66	5.6/12	F	21 Jump Street
67	5.5/12	C	CBS Tuesday Movie
68	5.5/10	C	Coming of Age
69	5.2/12	C	Paradise
70	5.1/11	C	Tour of Duty
71	5.0/10	A	Have Faith
72	4.9/12	F	Cops
73	4.8/8	F	Garry Shandling's Show
74	4.8/8	F	Tracey Ullman Show
75	4.6/10	N	Jim Henson Hour
76	3.9/9	C	CBS Summer Playhouse
77	3.8/8	F	Reporters
78	3.6/7	F	Duet
79	3.0/6	F	Beyond Tomorrow

Syndication Scorecard *

(Week ending June 25)

	Rtg.	Show	Stns.	Covg.
1	11.8	Wheel of Fortune, syn	228	99
2	11.1	Jeopardy!	213	98
3	8.8	Cosby Show	198	97
4	8.3	Oprah Winfrey Show	217	99
5	7.5	Star Trek	213	94
6	7.0	Wheel of Fortune, wknd	210	92
7	6.9	Fox Premiere Movie	139	89
8	6.5	Entertainment Tonight	169	94
9	6.2	Current Affair	147	91
10	6.1	Donahue	228	99
11	5.8	People's Court	186	92
12	5.1	Geraldo	200	99
13	5.0	Future Legends-Baseball	144	92
14	4.9	Star Search	151	95
15	4.8	War of the Worlds	217	95

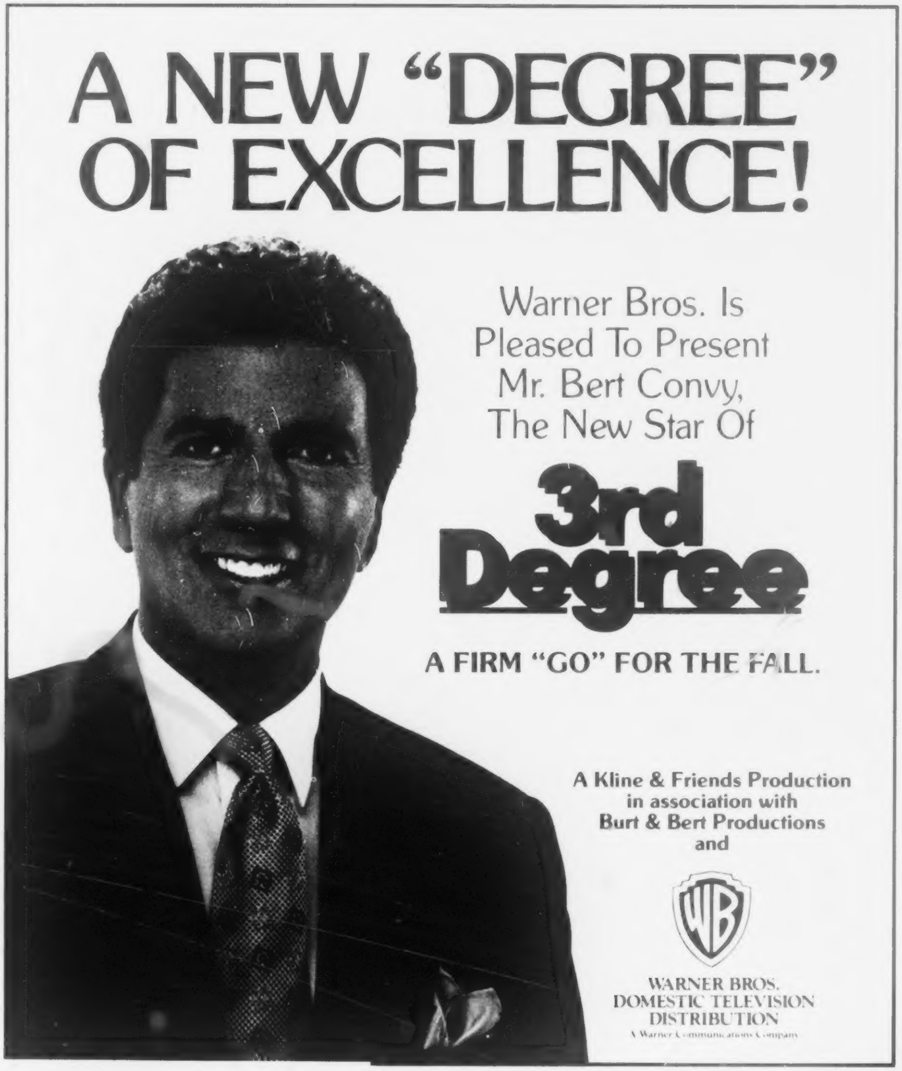
* Nielsen syndicated weekly pocketpiece

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 24



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Read All About It

Vol. 117 No. 4

Broadcasting Jul 24

Original thinking... NBC and ABC announce new summer strategies that include more original shows. **PAGE 27.**

Full power... Commercial television industry puts strength of prime time and Walter Cronkite's name behind its 30-second spots to promote value of free TV. **PAGE 34.**

Walter Cronkite
for Free Television

Many worlds of radio... BROADCASTING's special report on state of radio finds healthy national spot and network radio sales marketplace; networks aggressively selling themselves and medium to advertisers as they increase services to affiliates, and engineers' views on issues facing today's radio operator. Additionally, RAB's president of past four months, Warren Potash, details his efforts to expand radio's share of advertising, and radio producers and syndicators describe abundance of programing they are offering. Coverage begins on **PAGE 37.**

30/ ROUGH LANDING

Having survived plane crash in Atlantic Ocean and abdominal gunshot wound, Washington communications attorney Thomas Root now faces variety of inquiries into his conduct as pilot and lawyer—particularly his involvement with Sonrise Management Services.

32/ PATRICK REPRISE

As FCC Chairman Dennis Patrick moves toward close of his administration, he talks about FCC's accomplishments, telco entry, HDTV and more.

34/ 'DOWNEY' DEPARTS

The Morton Downey Jr. Show, which has recently endured fading advertiser support, low ratings, slow clearance activity and questions surrounding Downey's behavior on and off camera, is canceled.

70/ NEWS SALE

LBS Communications acquires worldwide syndication rights to NBC News special *Adventures in Space* and WCBS-TV New York's *Crimebeat*.

'Crimebeat'

75/ RECHARTERED

FCC's "blue ribbon" high-definition TV committee is extended to 1991.

78/ NBC APPEAL

NBC appeals $5 million-plus libel award to singer Wayne Newton.

79/ GAO CABLE SURVEY DUE

General Accounting Office cable rate survey, to be released Aug. 3, will be subject of House hearing.

80/ QUARTER UP

Time Inc. and Warner Communications report record results for their cable operations in second quarter.

86/ GETTING PERSONAL

Some TV stations change look of newscast, make greater use of informality and behind-scenes views of newsgathering process.

111/ FOLLOWING HIS INSTINCTS

Westwood One's Scott Shannon is described by colleague as "radio junkie" with "great instincts about music." They are traits to serve him well as he battles to take L.A.'s Pirate Radio to top of ratings.

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Tim Wirth (D-Colo.). Wirth measure was endorsed by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who says he hopes to move children's TV bill out of committee by Aug. 1.

Wirth's legislation would require broadcasters to provide programing "specifically designed" for children, as condition for license renewal. Measure is more restrictive than S. 707 and will also be focus of hearing.

Bill that would establish $10 million endowment for children's programing was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Inouye.

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988.

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers allowing broadcasters voluntarily to agree on commercial limits.

Crossownership

Telco-cable—FCC has tentative plans to hold en banc hearing on telco-cable issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable crossownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

■ FCC commissioners at last minute dropped from July 13 open meeting agenda consideration of latest round of direct-to-home broadcast satellites (DBS) applications. Among related issues on which FCC was expected to rule was proposal to accommodate most applicants by limiting each to half-nation 16-channel services from two orbital slots. Due to spectrum shortage and concentration of requests in only four of eight positions in separate orbital arc, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Comments on proposal last January were mixed, with most accepting channel limitation but some requesting FCC allow full-nation service from single position, at least initially, saying two-satellite cost could make startup too expensive. Petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises is also pending.

Calling high-power DBS "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June 1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appears willing to "bypass the increasing MSO bottleneck." Other applicants, including Dominion Satellite Video, disagree, saying narrowcast approach is viable.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, running movies that even the networks wouldn't touch. In the San Francisco area, Clint Eastwood movie weeks at 8 p.m. are a common sight. Recently a major independent ran three movies on successive nights that were tasteless, to say the least, even with a parental guidance slide.

I realize Congress is trying to clean up television, but I suggest that the public do that without congressional help.—*Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.*

On hand

EDITOR: In BROADCASTING's rundown of radio network news coverage of the *Webster vs. Reproductive Services* Supreme Court decision ("In Brief," July 10), you neglected to include United Stations Radio Networks. Washington Correspondent John Bisney did a bulletin live from our Supreme Court booth and live inserts in our newscasts every half hour that morning. Correspondent Ed Conners covered reaction outside the court, and analysis of the complex decision was provided by Washington Bureau Chief Rich Rieman. Extensive coverage was provided to the over 500 radio stations served by United Stations News. USRN also provides music programing to over 2,000 radio stations nationwide.—*Richard Rieman, Washington bureau manager, United Stations Radio Networks, Arington, Va.*

Believer

EDITOR: It was truly enjoyable to read the cable advertising commentary by Lou Schultz of Lintas: USA ("Monday Memo," June 26). Almost everything that Lou says about cable is what we have been saying about the benefits of independent television. There is no doubt that cable has served as an equalizer, moving viewers from traditional network fare to realizing that there are many alternatives.

It is my opinion that the agencies that will survive the 1990's are those that recognize the smorgasbord of opportunity that the electronic media have to offer and not line up like sheep to buy the programs that were deemed the best marketing vehicles in the 1970's.—*Joe Warnecke, local sales manager, WGNO-(TV) New Orleans.*

Help, not substitute

EDITOR: In the Nov. 28, 1988, issue BROADCASTING published a letter I'd written suggesting Class "A1" FM, a low-power adjunct for AM daytimers. A New Jersey consultant is now proposing a form of A1 service.

Although there are similarities between the two "A1" ideas, I feel it should be noted that FM (at any power level) must *not* serve as the answer to AM's difficulties.

An ideal "A1" facility, with 5 or 10 watts (75 watts tops), would be far less powerful than its AM "mother station." The tiny FM's purpose should only be that of "buffer," allowing an AM operator to catch his breath, and then take real steps towards technical improvement at his "big" station.

Because psychology plays a vital role in broadcast operation, the small "A1" may be the placebo to give standard broadcasters the healthy desire to institute technology crucial to AM's rebound.—*Peter Hunn, owner, WZZZ(AM) Fulton, N.Y.*

Eliminate the negative

EDITOR: Will the broadcast trade papers ever write anything positive about AM? I'm just like Edward D. Allen Jr. ("Open Mike," July 10)—just plain frustrated with what's written about AM.

I'm sure this story can be repeated over and over around the country, especially in markets over the top 60 or 70. KAZM, a stand-alone AM stereo station with 5 kw on 780 khz utilizing an MOR format with lots of news, especially local news, weather and sports has been tops in audience and bottom line for the past 12 years. KAZM competes with two AM's and six FM's claiming to serve this area by including Sedona within their taped promotions or ID's. KAZM is on top because we have "live" news reporters and "live" personalities backing up our programing. We can beat a music box anytime!

Sure, AM needs help. It's over 60 years old. Let's at least give it a strong shot of positive stories, while we spoon-feed it NRSC, PSSA, CD's, stereo and other technical improvements.

AM managers, write your successful or positive story to the trades. Let's correct our "image" now.—*Joe Tabback, president/owner, KAZM(AM) Sedona, Ariz.*

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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ducer; and independent producer Margaret Brower, associate producer. All appointments are effective immediately for the newsmagazine strip offering.

With the first taping of *Hard Copy* coming Sept. 18, Monsky said he has interviewed 250 people about other production and field reporting positions for the Los Angeles- and New York-based operations. The latest senior production appointments reflect past associations Monsky has made while working for network and independent news operations.

"John [Peditto] and I were competing reporters in New York when I worked at CBS News and he was at ABC News many years ago," Monsky said. "I was vice president of news at NBC and Karen [Copeland] was at KNBC as program director. Kim [Friedman] and I worked together at Metromedia [before Fox Broadcasting Co. bought WNEW and changed the call-letters]. I think if you look at the collective credentials, there is a solid skeletal strength in the patterning of the staff."

While Monsky is shaping the show to his specifications, he is playing his cards close to the vest on what the format and content of *Hard Copy* will be. "We would like to be what *Life* Magazine was to journalism in the 1930's and 40's," Monsky said. "To find out how much reality could be put in a reality-based show. To find a picture of the events that shape life in America.

"The show will be meant as reaction to the breaking events, the day before the show airs," he added. "It will be basically built around three six-minute pieces each show. If we have good enough breaking material, we could do a half hour on one subject. Two of the pieces may be preproduced far in advance of airing. Alan Frio [the program's host] will be involved in everything from staff production meetings to going out on field reports. We have remote units at this moment quietly operating in Europe and Latin America and gathering stories. All of our crews, except in L.A. and New York, will be freelance."

Once originally sold as *Tabloid*, Paramount changed the name to *Hard Copy* after recent media and advertising attention to other reality-based shows labeled as "tabloid TV." The studio has cleared the show in over 120 markets, representing 85% of the country. Monsky would not reveal the amount of Paramount's investment in the program, but did say he has received a solid commitment for the show.

"Paramount has a [illegible] for sticking with shows," said Monsky, referring to the studio's [illegible] of the early rating troubles [illegible] *Tonight* experienced." —MF

'His and Hers'

'Normal Life'

'Loose Cannon'

In the wings. CBS has announced three new half-hour [illegible] drama series that will go into production for the [illegible] (working title) starring Whoopi Goldberg and [illegible] Martin Mull, and *Normal Life* featuring Dweezil [illegible] gated as mid-season back-up shows. [illegible] one-hour action-drama series *Loose Cannon* [illegible]

NBC takes week 43

Nielsen		Net	
1	18.2/32	N	All-Star Game
2	17.3/29	A	Roseanne
3	15.7/30	N	Cheers
4	15.5/31	N	A Different World
5	15.4/32	N	Cosby Show
6	14.8/26	A	Wonder Years
7	14.8/32	N	Golden Girls
8	14.7/31	N	Empty Nest
9	14.6/32	C	60 Minutes
10	14.2/28	C	Murder, She Wrote
11	14.0/26	N	NBC Sunday Movie
12	13.8/25	N	Baby Boom Special
13	13.6/26	A	Who's the Boss?
14	13.6/26	N	L.A. Law
15	13.1/26	N	All-Star pregame
16	12.7/21	A	Coach
17	12.6/27	N	Hunter
18	12.4/21	C	Newhart
19	12.3/23	N	Night Court
20	12.2/21	N	NBC Monday Movie
21	11.7/20	C	Designing Women
22	11.6/21	N	Hogan Family
23	11.5/21	F	Married...With Children
24	11.4/22	C	Jake and the Fatman
25	11.3/22	N	Unsolved Mysteries
26	11.0/22	A	Growing Pains
27	11.0/21	A	Just the Ten of Us
28	11.0/19	C	Murphy Brown
29	10.7/21	F	America's Most Wanted
30	10.6/18	A	ABC Monday Movie
31	10.4/23	A	Full House
32	10.2/21	N	Mr. Belvedere
33	10.2/20	N	ALF
34	10.1/19	F	Totally Hidden Video
35	9.7/17	C	Doctor, Doctor

Nielsen		Net	
36	9.7/18	N	Knight & Daye
37	9.6/16	C	CBS Tuesday Movie
38	9.4/19	A	20/20
39	9.4/18	C	Kate & Allie
40	9.3/21	N	[illegible]
41	9.2/21	A	Perfect Strangers
42	9.0/18	N	NBC Movie of the Week
43	8.9/17	A	China Beach
44	8.9/17	N	[illegible]
45	8.8/18	A	Moonlighting
46	8.7/16	A	MacGyver
47	8.7/15	A	thirtysomething
48	8.7/16	C	CBS News Special
49	8.4/15	C	Heartland
50	8.4/16	C	Wiseguy
51	8.1/16	C	CBS Friday Movie
52	7.9/19	N	My Two Dads
53	7.8/14	A	ABC Sunday Movie
54	7.8/14	C	CBS Sunday Movie
55	7.7/14	F	Fox Night at the Movies
56	7.7/17	N	Highway to Heaven
57	7.3/14	N	Magical World of Disney
58	7.1/13	A	Hooperman
59	7.1/13	A	Robert Guillaume Show
60	6.8/14	C	West 57th
61	6.7/13	A	ABC Thursday Night Movie
62	6.7/16	A	Mission: Impossible
63	6.7/15	F	21 Jump Street
64	6.6/12	F	Garry Shandling
65	6.3/15	F	Tracey Ullman Show
66	6.3/15	C	Paradise
67	6.0/13	A	ABC Saturday Night Movie
68	6.0/11	C	CBS Summer Playhouse
69	6.0/11	C	Tour of Duty
70	5.9/12	C	48 Hours

Nielsen Net

Syndication Scorecard

Riding Gain

Rounding out top 10

Listed below are spring 1989 Arbitron ratings for radio markets eight through 10 (for markets 1-7, see BROADCASTING, July 17). All results are based on the Arbitron spring 1989 radio local market report for the period beginning March 30 and ending June 21 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers. An asterisk indicates a tie.

Station	*Format*	*Spring 88*	*89*
Dallas-Fort Worth			
KVIL-AM-FM	AC	10	8.6
KPLX(FM)	Country	7.0	7.3
KSCS(FM)	Country	6.2	6.9
WBAP(AM)	Country	6.7	6.6
KKDA-FM	Urban contemp	8.0	5.9
KEGL(FM)	CHR	5.0	4.4
KHYI(FM)*	CHR	5.3	4.3
KJMZ(FM)*	Urban contemp	5.1	4.3
KRLD(AM)*	News, sports	4.9	4.3
KMEZ-FM	Easy listening	1.5	4.0

Station	*Format*	*Spring 88*	*89*
Washington			
WPGC-FM	CHR	5.6	6.4
WMZQ-AM-FM*	Country	7.3	6.0
WGAY(FM)*	Easy listening	6.6	6.0
WMAL(AM)	Variety	5.3	5.3
WKYS(FM)	Urban contemp.	6.4	5.0
WAVA(FM)	CHR	4.8	4.7
WRQX(FM)	CHR	3.8	4.2
WTOP(AM)	News	3.8	4.1
WASH-FM	Adult contemp.	3.0	4.0
WCXR(FM)*	Classic rock	3.9	3.8
WWDC-FM*	AOR	5.1	3.8
Houston-Galveston			
KMJQ(FM)	Urban contemp.	8.8	9.1
KILT-FM	Country	6.7	8.2
KLOL(FM)	AOR	5.9	7.0
KKBQ-AM-FM	CHR	6.7	6.6
KIKK-FM	Country	8.1	6.5
KODA(FM)	Easy listening	5.2	5.9
KTRH(AM)	News	6.2	5.8
KRBE-FM	CHR	8.4	5.5
KLTR(FM)	Adult contemp.	3.3	4.2
KQUE(FM)	MOR	3.4	3.8

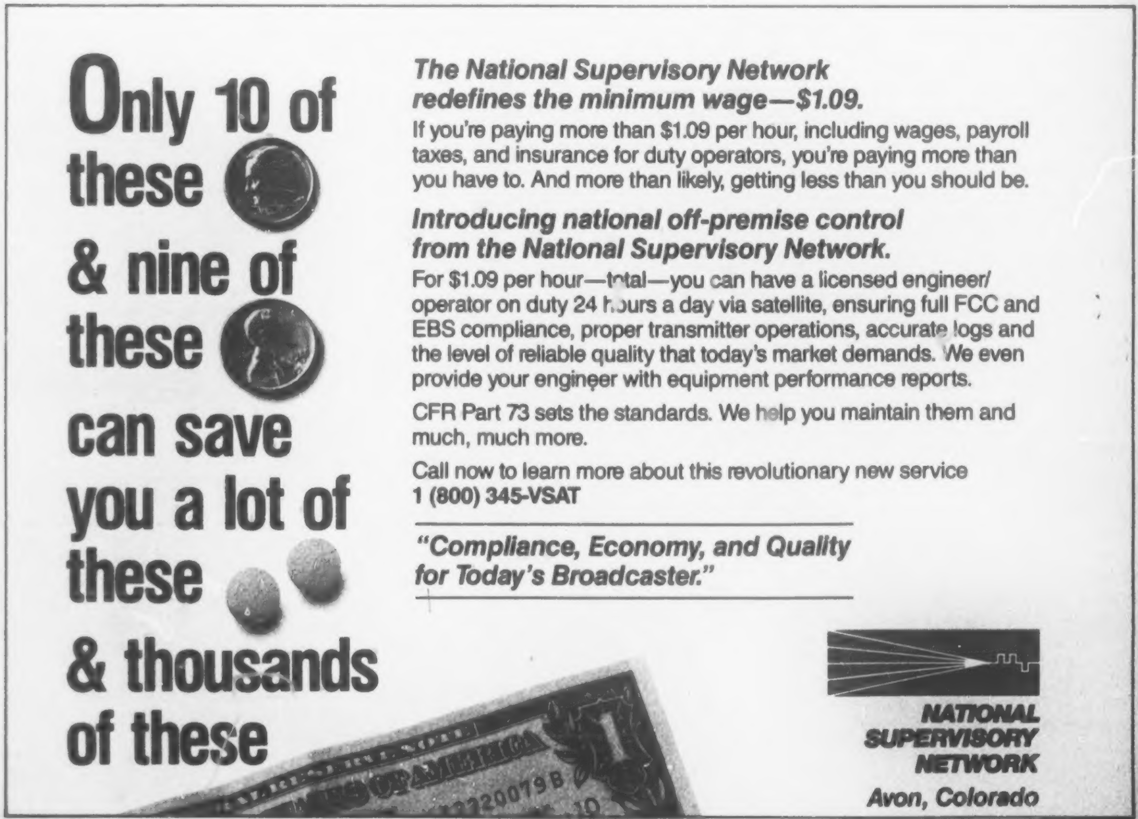
Into radio

Raycom Sports and Entertainment, a Charlotte, N.C.-based producer of sports programing, is expanding into radio programing with the creation of the Raycom Radio division. President of the new division is Rick Shaw, formerly with the University of Kentucky Network. He will oversee Raycom's offices in Chicago and Champaign, both Illinois, and West Lafayette, Ind.

Comings and goings

With the aim of exporting its product overseas, the Satellite Music Network has signed International Communications Inc., a Tokyo-based communications firm, to market the company's formats in Japan. Currently, Satellite Music Network offers 10 formats, delivered via satellite to more than 1,000 affiliates in the U.S. and Canada.

Importing overseas programing, on the other hand, is what superstation WFMT(FM) Chicago will be doing when it broadcasts Wagner's four-part opera, *The Ring Cycle*, in performance at Bayreuth, Germany, conducted by Daniel Barenboim. The program is scheduled to air Sunday afternoons in September at 4 p.m. CT.



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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 31

More Minnesotans are turning to KSTP for news.

We know how to reach Minnesota. That means we know how to reach your target audience. In fact, we're the only television station in the ADI with year-to-year growth in all three evening newscasts.*

As you plan your Minneapolis/St. Paul/Alexandria buy, remember that from the first thing in the morning to the last thing at night, more of your target audience is turning to Minnesota's News Channel.

KSTP TV
SAINT PAUL
MINNEAPOLIS

Angela Astore and Randall Carlisle, weeknights at 6 and 10.

*Source: Arb. 5/88, 5/89.

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20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
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58th Year 1989

Europe-U.S. program quota dispute airs on Hill

Vol. 117 No. 5

Broadcasting Jul 31

Time-Warner merger: done deal...

Delaware Supreme Court decision paves way for formation of world's largest media company and raises questions over Paramount's next move. **PAGE 19.**

Spectrum fees no longer threat...

Broadcasters achieve victory on Hill with Senate Commerce Committee's exclusion of fees from its budget package. **PAGE 19.**

CBS's new strategy...

Network says it will alter its pilot development process, possibly staggering debut of pilots across 12-month period. **PAGE 20.**

CBS's Kim LeMasters at press tour

22/ EUROPEAN PEACE OFFERING

British media mogul Robert Maxwell, during House hearing on overseas program quotas, calls for partnership between U.S. and Europe.

Maxwell

23/ OVER-AIR LOOK

Some cable systems are moving to program their own cable channels with syndicated product.

27/ VIEW FROM HOLLYWOOD

Lorimar Television's David Salzman addresses outlook for Hollywood, networks and industry as whole, in this "At Large" interview with BROADCASTING editors.

36/ SPANISH BOYCOTT

College professor charges Univision and Telemundo are ignoring programing needs of Mexican-American community in Southern California.

37/ DOWNEY'S NEXT MOVE

Morton Downey Jr. says he will be involved in two programs—one radio, one TV—for Genesys Entertainment.

38/ IMPROVING OPERATIONS

Radio Free Europe/Radio Liberty begins operating from state-of-art master control facility in Munich.

40/ CORNERING SPORTS MARKET

INTV launches push to warn public of migration of sports programing from free TV to pay television.

40/ BECOMING 'BLACKOUT-FREE'

Turner Broadcasting System says it will protect cable systems carrying its superstation WTBS(TV) Atlanta against any syndex-related action brought by broadcasters or FCC.

41/ NEWS SIMULATION

ABC News apologizes for its slip in identifying simulation used during *World News Tonight* broadcast.

44/ GROUP REVENUES

TV groups report mixed second-quarter results.

47/ MISSED DEADLINE

Commerce Department officials delay unveiling of government's game plan for developing strong U.S. HDTV industry.

48/ INPUT FROM THE RIGHT

Religious right and anti-indecency groups lobby on Capitol Hill and at White House to promote their candidate for FCC chairman.

50/ EXTENDED BORDERS

National Football League committee to finalize details of new spring World League of American Football.

71/ KEEPING LAW AND ORDERS

Negotiations of King World's Stephen Palley have helped company secure key deals for such shows as *Wheel of Fortune, Jeopardy!* and *The Oprah Winfrey Show*.

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bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

■ FCC commissioners at last minute dropped from July 13 open meeting agenda consideration of latest round of direct-to-home broadcast satellites (DBS) applications. Among related issues on which FCC was expected to rule was proposal to accommodate most applicants by limiting each to half-nation 16-channel services from two orbital slots. Due to spectrum shortage and concentration of requests in only four of eight positions in separate orbital arc, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Comments on proposal last January were mixed, with most accepting channel limitation but some requesting that FCC allow full-nation service from single position at least initially, saying two-satellite cost could make startup too expensive. Petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises is also pending.

Calling high-power DBS "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June 1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appear willing to bypass the increasing MSO bottleneck. Other applicants, including Dominion Satellite Video, disagree, saying narrowcast approach is viable.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Among applicants proposing to launch services as early as 1992 are Tempo, Hughes Communications, operator of two C-band cable programing satellites, and group broadcaster Hubbard Broadcasting.

High-Definition TV

■ Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of $30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional $50 million to DARPA for HDTV project.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill Nov. 16, 1988.)

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite and on whether satellite carriers in marketing of signals discriminate against noncable-affiliated distributors.

Indecency

■ Religious right and anti-indecency groups are up in arms over FCC nominees. Groups feel FCC has done little to solve problems of "shock radio" and "trash television" and are pressuring White House and Hill to accept their candidate for FCC seat (see page 48).

Senate has adopted legislation targeting violent, sexually explicit and drug-related programing. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programers to get together to self-regulate. House Judiciary Committee passed bill targeting violence last month. Judiciary chairman Jack Brooks (D-Tex.)

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
■ Total Radio	10,565	[illegible]	[illegible]
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
■ Total TV	1,414	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	[illegible]	1,713	[illegible]
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†

Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

and Sciences, New York chapter, drop-in luncheon. Speaker: Thomas Burchill, president and CEO, Lifetime Television. Copacabana, New York. Information: (212) 768-7050.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations.* Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 21-22—39th annual Broadcast Symposium, sponsored by *Institute of Electronic and Electrical Engineers/Broadcast Technology Society.* Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 22—*Society of Broadcast Engineers, chapter 22, central New York,* annual regional convention. Convention Center, Sheraton Inn, Syracuse, N.Y.

Sept. 22-24—*Maine Association of Broadcasters* annual convention. Marriott hotel, Portland, Maine.

Sept. 22-27—Cinetex '89, international film and television festival, market, exposition, conference and film festival, produced in cooperation with *American Film Institute.* Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

Sept. 24-26—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting.* Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter,* annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

■ **Sept. 25-29**—*National Association of Broadcasters* training course for satellite uplink operators. Tyson's Corner Marriott, McLean, Va. Information: (202) 429-5350.

Sept. 26—*National Academy of Cable Programing* fourth annual forum. Waldorf Astoria, New York. Information: (202) 775-3611.

Sept. 26-30—10th anniversary conference of *Midwest Radio Theater Workshop.* Columbia, Mo. Information: (314) 874-1139.

Sept. 27—*Walter Kaitz Foundation* annual awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

■ **Sept. 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **Sept. 28**—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: David Niles, president, 1125 Productions and Captain of America, on HDTV. Copacabana, New York. Information: (212) 768-7050.

Sept. 28—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

Sept. 28—*Bay Area Society of Television, Advertising and Radio* second annual auction/dinner/dance. Hotel Nikko, San Francisco. Information: (415) 765-8804.

■ **Sept. 28**—*Southern California Broadcasters Association* business development seminar. Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

Sept. 29—Deadline for entries for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University.* Information: Phyllis Madry, (614) 292-0185.

October

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 1-4—*Association of National Advertisers* annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hot Springs, Va. Information: (212) 697-5950.

Open Mike

Good idea

EDITOR: The proposal by Richard Arsenault to rescue standalone AM stations by allowing them to simulcast over FM (BROADCASTING, June 26) is one of the best ideas that has come along for AM in a long, long time.

WVMT, our station in Burlington, Vt., is a standalone AM and does a superior job—in fact, an outstanding job—in serving its listeners, its community and its advertisers. It has been doing it for 27 years and has won all sorts of awards for outstanding service to the community.

Now all of a sudden, we are faced with two AM-FM combinations selling at one rate, plus one high-power, independent FM. It is becoming more difficult each month and each year to maintain the pace that we've enjoyed and the success that enables us to do all the things that make us a real outstanding community radio station.

Mr. Arsenault's suggestion is one that will save AM. With a low-power FM, we could compete within the primary marketplace and maintain the kind of superior broadcasting for which we have gained such recognition.

We've invested thousands of dollars in AM stereo to try to keep pace but it hasn't done the job, unfortunately, because the FCC hasn't selected one system and there are not enough AM stereo sets out there to make it worthwhile.

Naturally, the FM stations are going to want to beat their breasts to try to sidetrack the proposal, but they're doing so well that these stations that Mr. Arsenault proposes will not affect their income adversely and certainly, the way it's set up, won't affect their signals.

Just take a look at what FM stations are selling for and then take a look at what AM stations are selling for. The discrepancy between the prices is appalling—even in the same market. It is a sad commentary for the true broadcasters who have devoted their money and their careers to AM radio.

In adopting this proposal, the FCC can give AM's their second opportunity—one they deserve.—*Simon Goldman, president, WVMT (AM) Burlington, Vt.*

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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Downey to work on new radio, TV projects

Morton Downey Jr. announced last week at a press conference in New York his involvement in two projects—one for radio, and one for television—with Genesys Entertainment, a division of Florida-based Genesys Real Estate Corp.

Downey said he will be the "spokesperson" for a nationally syndicated radio show, *America's Listening*, consisting of "nonabrasive" two-and-a-half-minute segments airing twice daily, Monday-Friday. Scheduled to begin toward the end of September, the segments will consist of commentary and perhaps news, and "I will have input to all of it," Downey said. He also "assumes" the show will have sponsors. Producers for *America's Listening* will be America's Listening Corp., a division of Genesys, Downey said.

Additionally, Downey said he will star in a Genesys-produced sitcom about a country singer with three daughters. This project is expected to be available in mid-January.

At press time last week, a spokesman for Genesys told BROADCASTING he had no comment, except to say that Downey was working with the company's entertainment division, and that a fuller statement would be issued later in the week. Genesys is not associated with Genesis Entertainment, syndicators of *The Judge*, *The Byron Allen Show* and *Highway to Heaven*, among other programs. □

Syndication■Marketplace

After Hours, syndicated latenight strip premiering Sept. 18, has cleared over 100 stations including 48 of top 50 ADI's, representing coverage in over 80% of U.S. market. On-location magazine show has new clearances with WTSP-TV Tampa, KCPQ-TV Seattle, WCAY-TV Nashville, WSYX-TV Columbus and WNOL-TV New Orleans. **Worldvision Entertainment Inc.** is distributor of half-hour barter program.

□

Batmania emanating from Warner Bros. summer theatrical release, **"Batman,"** continues to help sales of 23-year-old off-network series of same name distributed by **Fox Syndication.** So far, 51 stations covering 41% of country had picked up show in multiyear cash deals, Fox said, up from 18 stations at beginning of year. Show is turning in strong ratings in some major markets, including Los Angeles and Washington. It's placing second in time period on Fox-owned stations in both those cities.

□

World Events Productions reports that its children's program, *Denver, The Last Dinosaur*, which expands from weekly to strip in fall, has been picked up by 122 stations covering 82% of the country. Eighteen of top 20 markets have been cleared for barter show (with 2½ minutes national/3½ local spot split), including all seven Fox-owned stations.

□

Jeff Androsky and Dan Weyand, former producer and director of *Eye On L.A.*, have been named supervising producer and producer, respectively, for **Worldvision Enterprises Inc.**'s *After Hours*. Cleared in 90 markets, including all of top 10, *Hours* premieres in September.

□

MCA TV has entered exclusive agreement with former Los Angeles on-air personality Christina Ferrare and her production company, Uptown Productions, to produce syndicated daily talk show. Program is in development for fall 1990, and MCA TV President Shelly Schwab said in prepared statement that production "will commence shortly."

NBC wins week 44 with 10.8/21; CBS takes news, 9.3/20

Nielsen	□	Net □	Show
1.	17.4/31	A	Roseanne
2.	17.4/32	N	Cheers
3.	16.5/31	N	Different World
4.	16.4/33	N	Cosby Show
5.	16.0/29	N	Dear John
6.	15.1/32	N	Golden Girls
7.	15.0/31	N	Empty Nest
8.	14.3/29	N	Hunter
9.	14.2/25	C	CBS Sunday Movie
10.	14.0/26	A	Wonder Years
11.	13.9/30	C	60 Minutes
12.	13.7/27	A	Who's the Boss?
13.	13.6/25	N	L.A. Law
14.	12.8/25	N	Unsolved Mysteries
15.	12.7/22	A	Coach
16.	12.5/22	C	Newhart
17.	12.2/21	C	Designing Women
18.	12.0/26	A	Full House
19.	11.9/21	N	NBC Sunday Movie
20.	11.8/24	A	Growing Pains
21.	11.5/22	A	Just the Ten of Us
22.	11.5/21	N	Night Court
23.	11.4/22	N	Matlock
24.	11.3/20	C	Jake and the Fatman
25.	11.2/23	A	Mr. Belvedere
26.	11.1/20	N	Hogan Family
27.	11.0/22	A	20/20
28.	10.9/19	N	NBC Monday Movie
29.	10.8/20	C	Doctor, Doctor
30.	10.8/20	F	Totally Hidden Video
31.	10.7/19	A	ABC Saturday Movie
32.	10.7/19	C	Murphy Brown
33.	10.7/22	F	America's Most Wanted
34.	10.6/21	N	ALF
35.	10.6/20	N	Midnight Caller
36.	10.5/21	C	Paradise, special
37.	10.3/23	N	Amen
38	10.2/23	A	Perfect Strangers
39	10.1/18	N	In the Heat of the Night
40	9.4/18	A	MacGyver
41	9.4/17	F	Married With Children
42	9.2/17	C	CBS Tuesday Movie
43	9.1/17	A	thirtysomething
44	8.9/18	A	Philby
45	8.8/16	C	Wiseguy
46	8.8/21	N	My Two Dads
47	8.7/16	C	Equalizer
48	8.6/15	A	ABC Monday Movie
49	8.5/15	N	Knight and Daye
50	8.2/16	C	CBS Friday Movie
51	8.1/15	A	China Beach
52	8.1/15	N	Miami Vice
53	7.9/14	A	Hooperman
54	7.7/17	N	Highway to Heaven
55	7.6/13	A	Robert Guillaume Show
56	7.1/14	N	Magical World of Disney
57	7.0/13	C	Fresno, part 1
58	6.9/14	A	ABC Saturday Movie
59	6.9/14	N	NBC Friday Movie
60	6.5/14	A	Incredible Sunday
61	6.4/13	C	West 57th
62	6.4/14	F	21 Jump Street
63	6.1/12	A	ABC Thursday Baseball
64	6.1/14	C	Paradise
65	6.1/13	C	Tour of Duty
66	5.9/14	F	Cops
67	5.9/10	F	Tracey Ullman Show
68	5.7/12	A	Have Faith
69	5.6/10	C	Cavanaughs
70	5.5/13	A	Mission: Impossible
71	5.4/10	C	Coming of Age
72	5.4/11	C	Fresno, part 4
73	5.3/10	C	Fresno, part 2
74.	5.2/10	C	Fresno part 3
75	4.8/11	C	Fresno, part 5
76	4.0/9	N	Jim Henson Hour
77.	3.9/8	F	Reporters
78.	3.8/7	F	Duet
79.	3.8/7	F	Garry Shandling's Show
80.	2.9/6	F	Beyond Tomorrow

Syndication Scorecard *

(Week ending July 16)

	Rtg.	Show	Stns.	Covg.
1.	11.7	Wheel of Fortune, synd.	227	98
2.	10.6	Jeopardy!	211	98
3.	10.4	Univ. Pictures Debut	136	95
4.	8.4	Cosby Show	198	98
5.	8.1	Star Trek	231	97
6.	7.7	Oprah Winfrey Show	212	99
7.	7.3	Wheel of Fortune, wknd	202	91
8.	6.6	Current Affair	147	91
9.	6.3	Entertainment Tonight	169	93
10.	5.8	Donahue	228	98
11.	5.4	Geraldo	202	99
12.	5.4	People's Court	187	93
13.	4.9	Friday the 13th	216	96
14.	4.9	Star Search	150	95
15.	4.8	Mama's Family, syn.	189	93
	5.1	Wrestling Network	148	91
	8.8	World Wrestling Fed.	252	97

* Nielsen syndicated weekly pocketpiece

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NOTE

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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 7

C1750-1

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58th Year 1989

THE BUSINESS OF
Brokering/89

Broadcasting Aug 7

Vol. 117 No. 6

Running the gauntlet...

Congressional leaders look for new era at FCC—one in which Congress sets

MS MARSHALL

agenda and commission carries it out. Pictured at Senate confirmation hearing (l-r): Andrew Barrett, Alfred Sikes and Sherrie Marshall. **PAGE 27.**

Cable rates under scrutiny...

GAO study says cable rates increased 29% in past two years; agency official says cable industry is monopoly in need of reregulation. **PAGE 30.**

Brokering: A to Z...

BROADCASTING's special report on business of brokering offers broad view of industry, examining its growth from mom-and-pop organizations to sophisticated and diverse companies making increasingly complex deals. **PAGE 37.**

32/ ***NETWORK REVENUES***

Look at network economy in just-finished second quarter shows that overall three-network revenue is up 5%.

34/ ***NEW KIDS ON THE BLOCK***

DIC Enterprises prepares to launch its own syndicated children's programing block.

64/ ***COLLABORATION***

In its first plan to create programing for outlets other than itself, HBO will produce two-hour movie for Turner Network Television.

69/ ***REDUCING VIOLENCE***

House bill waives antitrust laws for three years to encourage Fifth Estate to establish guidelines curbing violent programing.

71 ***'PREFERRED' STATUS***

Landmark cable franchise case returns to district court on remand from Supreme Court.

72/ ***DBS GRANTS***

FCC grants orbital slots and channels to DBS applicants, allowing for flexible spectrum use.

75/ ***DEPRECIATION***

Internal Revenue Service clarifies its position on tax depreciation, restricting deductions taken by broadcasters and cable operators.

77/ ***WIDE CIRCULATION***

Sioux City NBC affiliate's dramatic footage of burning United Flight 232 that crashed July 19 was supposed to be exclusive. It turned out to be anything but.

79/ ***WORLD'S LARGEST***

Consortium including telco US West and Paramount gets go-ahead to build and program world's largest cable system in Hong Kong.

66/ ***'SEAVER FEVER'***

Warner Bros. Domestic Television moves up date of *Growing Pains'* off-network debut and includes series of PSA's in show's promotional campaign.

'Growing Pains'

80/ ***CBO REBUTTAL***

Congressional Budget Office report says predictions of HDTV consumer acceptance are overly optimistic.

82/ ***LOOSENING UP***

FCC further liberalizes its one-to-market rules, saying it will look at requests by TV owners to own more than one AM or FM in same "metro" market.

103/ ***RIGHT SOLUTION***

Hughes Communications' Stephen Petrucci has built career on common sense and coming up with right solutions.

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should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

FCC commissioners at last minute dropped from July 13 open meeting agenda consideration of latest round of direct-to-home broadcast satellites (DBS) applications. Among related issues on which FCC was expected to rule was proposal to accommodate most applicants by limiting each to half-nation 16-channel services from two orbital slots. Due to spectrum shortage and concentration of requests in only four of eight positions in separate orbital arc, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Comments on proposal last January were mixed, with most accepting channel limitation but some requesting that FCC allow full-nation service from single position, at least initially, saying two-satellite cost could make startup too expensive. Petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises is also pending.

Calling high-power DBS "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June 1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appear willing to "bypass the increasing MSO bottleneck." Other applicants, including Dominion Satellite Video, disagree, saying narrowcast approach is viable.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Among applicants proposing to launch services as early as 1992 are Tempo, Hughes Communications, operator of two C-band cable programing satellites, and group broadcaster Hubbard Broadcasting.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
■ Total Radio	10,565	1,266	11,831
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
■ Total TV	1,414	2670	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†

Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

High-Definition TV

Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of $30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional $50 million to DARPA for HDTV project.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of

Sept. 16—*North Jersey Press Club* meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

Sept. 16-19—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

Sept. 17—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 17-19—*Kentucky Cable TV Association* annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

Sept. 17-22—*American Advertising Federation* second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

■ **Sept. 19-20**—*Washington Journalism Center* conference for journalists, "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Burchill, president and CEO, Lifetime Television. Copacabana, New York. Information: (212) 768-7050.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 21-22—39th annual Broadcast Symposium, sponsored by *Institute of Electronic and Electrical Engineers/Broadcast Technology Society*. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 22—*Society of Broadcast Engineers, chapter 22, central New York*, annual regional convention. Convention Center, Sheraton Inn, Syracuse, N.Y.

Sept. 22-24—*Maine Association of Broadcasters* annual convention. Marriott hotel, Portland, Maine.

Sept. 22-27—Cinetex '89, international film and television festival, market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

Sept. 24-26—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

Sept. 25-29—*National Association of Broadcasters* training course for satellite uplink operators. Tyson's Corner Marriott, McLean, Va. Information: (202) 429-5350.

Sept. 26—*National Academy of Cable Programing* fourth annual forum. Waldorf Astoria, New York. Information: (202) 775-3611.

Sept. 26-30—10th anniversary conference of *Midwest Radio Theater Workshop*. Columbia, Mo. Information: (314) 874-1139.

Sept. 27—*Walter Kaitz Foundation* annual awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

Sept. 27—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Sept. 28—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Niles, president, 1125 Productions, on HDTV. Copacabana, New York. Information: (212) 768-7050.

Sept. 28—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

Sept. 28—*Bay Area Society of Television, Advertising and Radio* second annual auction/dinner/dance. Hotel Nikko, San Francisco. Information: (415) 765-8804.

Sept. 28—*Southern California Broadcasters Association* business development seminar. Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

Sept. 29—Deadline for entries for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University*. Information: Phyllis Madry, (614) 292-0185.

October

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 1-4—*Association of National Advertisers* annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hot Springs, Va. Information: (212) 697-5950.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg. U.S. Patent Office. □
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porting some relaxation. "I think it is very hard to [say]...what particular companies can do and cannot do in an area that is changing rapidly," explained Sikes.

Barrett said his state supports lifting some of the prohibitions, but he wants to move slowly on the matter. Marshall suggested that Congress give the FCC some "guidance."

Senator John Kerry (D-Mass.) expressed an interest in how the FCC might deal with the migration of sports programing from over-the-air television to cable. Sikes told Kerry there was not "much precedent for dictating to programers how they are to distribute their programing." But he promised to track siphoning developments.

Gore wanted to know what they would do about cable and its "monopoly" power. "I share your concerns about the monopoly power. I would like to study it carefully," replied Marshall. "I hear you, Senator," said Barrett. "We have the same problems in Chicago, I think, that you have stated."

Sikes said he intended to carry out the 1984 Cable Act, which directs the FCC to evaluate the impact of deregulation.

All three candidates were responsive to Hollings's desire to see the U.S. compete with the Japanese in the area of HDTV. "We need a single standard for terrestrial broadcasting, and you are the ones to work that out and position the United States so that we can be in a competitive position with Japan," the chairman said.

Marshall said she believed the FCC, Congress and the executive branch should work together to ensure that "U.S. industry is a leader in the development of HDTV."

The nominees came politically prepared. Sikes was introduced by his long-time friend, Commerce's ranking Republican, John Danforth of Missouri, and by the state's other Republican senator, Kit Bond. Senator Paul Simon (D-Ill.) presented Barrett, and Marshall was endorsed by North Carolina Senators Jesse Helms (Republican) and Terry Sanford (Democrat).

It was expected that the Senate would confirm the nominees late Friday night (Aug. 4) before its August recess. **–KM**

GAO on cable: rates OK, but industry needs regulation

At hearing on Hill, Ols says study shows 14% overall subscriber bill increase over two years; statement that medium is monopoly causes furor among NCTA, some congressmen

It was a good-news, bad-news situation for the cable industry last week when the General Accounting Office released its long-awaited survey on rates before the House Telecommunications Subcommittee.

The good news: The GAO statistics did not provide the ammunition cable critics on Capitol Hill and elsewhere might have hoped for to press their case for reregulating cable or opening it up to competition from the telephone industry. The study showed a 29% increase in basic cable rates over two years and a 14% increase in the overall average subscriber bill.

The bad news: Asked what it all means, the GAO official who presented the study said it showed cable was a monopoly in need of reregulation. "With no competition and limited regulation, I believe we have a monopoly."

And when asked by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) about the findings' impact on consumers, GAO's John Ols, associate director for resources, community and economic development, said it was "bad news."

Ols's comments changed the tenor of the hearing. If it were not for his remarks, the hearing would have been a "ho-hummer," said one cable source. National Cable Television Association officials set out to minimize any fallout from Ols's assessment by challenging his authority to speak on behalf of the GAO. "I think the guy went beyond his commission," said NCTA President James Mooney, who also said he thought it was highly unusual for a GAO representative to issue opinions on policy.

NCTA's effort to undercut Ols commenced immediately. During a hearing break, it apparently conferred with Don Ritter (R-Pa.) and Dan Schaefer (R-Colo.), who returned to scold Ols for speaking out of school. "How you can draw the conclusion that there is a need for rate regulation is beyond me," said Ritter.

Schaefer, whose district is home to several cable MSO's, wanted to know why Ols did not include his comment as part of the written report. The GAO executive said he was under tight time constraints and could not, but that in anticipation of the question, he had cleared his answer with the agency's general counsel. "The GAO backs me; I talked with the general counsel," Ols told reporters upon leaving the hearing.

Later, BROADCASTING talked with GAO spokesman Cleve Corlett, who said Ols "obviously speaks for the GAO." NCTA also said Ols was quoted in *Newsday* saying he was "mad because his cable operator raised his rates."

And Milton Socolar, special assistant to the comptroller general, told BROADCASTING that Ols "certainly represents GAO in an official capacity," but that he gave his "personal view." Nevertheless, Socolar did not consider Ols's remarks "off the wall" and said, "This is an area that bears looking at."

Despite the uproar over whether Ols was out of line, one cable source felt the hearing was "inconclusive." As Markey pointed out, there are still some outstanding questions, and he has asked GAO for a second study.

Markey wants some answers. It is uncertain, he said, whether the rate increases over the past two years were one-time adjustments or reflect a continuing trend. "It is unclear what role increased capital costs, increased programing costs and increased advertising revenues have played." Plus,

GAO cable TV tally

The bottom line on the General Accounting Office's survey of cable system's rate hikes was that the "lowest priced" basic service rose 29% over a 23-month period (Dec. 1, 1986-Oct. 31, 1988). But there was plenty above the line for cable and its critics to ponder.

The survey also found that rates for the "most popular" basic service jumped 26%. The GAO distinguished two classes of basic service because a quarter of the systems surveyed offered more than one tier of basic, and the lower priced service on those systems was not always the most popular.

The survey's other key finding was that revenue per subscriber—which, the GAO said, is "roughly analogous" to a subscriber's monthly bill—increased just 14%, from $21.58 to $24.68. The revenue per subscriber did not rise as fast as basic rates because it factors in the the price of pay services and other services (second-set hookups and remote control). The survey found that pay services actually dropped slightly, with no individual or combination of pay decreasing by more than 5%.

The GAO sent questionnaires to 1,950 randomly selected cable systems in five size groupings (see chart). After several follow-ups, the GAO compiled responses from 1,450.

	Lowest priced basic service (average charge/sub.)			*Most popular basic service (average charge/sub.)*			*Average monthly revenue*		
Cable system	*1986*	*1988*	*% change*	*1986*	*1988*	*% change*	*1986*	*1988*	*% change*
Very small (up to 1,000)	$11.07	$13.72	23.9	$11.30	$13.91	23.1	$17.61	$20.1	14.1
Small (1,001–3,500)	10.91	13.86	27.0	11.20	14.16	26.4	18.26	21.46	17.5
Medium (3,501–10,000)	10.65	14.01	31.5	10.96	14.10	28.6	19.03	22.32	17.3
Large (10,001–50,000)	11.13	14.53	30.5	11.58	14.87	28.4	21.30	25.06	17.7
Very large (50,001 +)	11.72	14.94	27.5	12.31	5.17	23.2	23.72	26.28	10.8
All systems	11.23	14.48	**28.9**	11.70	4.77	**26.2**	21.58	24.68	**14.4**

GAO's Ols testifies

Chairman Markey confers with Continental Cablevision's Hostetter

NCTA's Mooney testifies

he added, it was uncertain whether rate increases were linked to the increasing number of systems that have changed ownership over the past two years.

As for the study itself, Markey cited several "worrisome statistics." He was troubled by the finding that 17.6% of cable subscribers incurred a rate increase of more than 50%, "with more than one in four cable subscribers incurring a more than 40% rate increase."

But he also made it clear that the results were not "uniformly gloomy." It appears, he said, that a majority of cable operators have been "responsible and fair in establishing basic cable rates in the years since deregulation."

NCTA's Mooney told lawmakers that cable subscribers are getting "a lot more for their money than was the case even three years ago." GAO, he said, says the average number of basic channels rose from 27 in 1986 to 32 by the end of 1988. "And, in terms of cost to the consumer per channel, the GAO numbers say that cost to the consumer has stayed almost flat, going from 44 cents per channel in 1986 to 46 cents per channel in 1988."

Prior to deregulation, cable prices ran 72% behind the consumer price index, Mooney said, noting that even now the average basic rate "is still $1.77 below what the 1972 basic rate would be today if it simply had kept pace with inflation."

There has also been a "dramatic" improvement in cable programing, said Mooney. "This is a direct result of a 66% increase in basic programing expenditures by operators" over the past two years, he said.

"Basic cable remains a good buy for the average family—32 channels of service for $14.77 a month, about 50 cents a day and less than it costs to take the family out to the movies for just one evening," stated the NCTA president.

Amos B. Hostetter, chairman and chief executive officer of Continental Cablevision, a Boston-based MSO, summed up his testimony by stressing that the GAO study clearly shows that the average subscriber's bill rose 14%. "That to me is not justification for a return to regulation."

Richard Plunkett, president of Fairmont Cable, Fairmont, Minn., spoke on behalf of the Community Antenna Television Association. Plunkett characterized the GAO's findings as "fair and accurate."

Cable critics Rick Boucher (D-Va.) and Jim Cooper (D-Tenn.) cited problems with the report. Boucher was troubled by the response rate. He felt the 25% of systems that did not respond were likely to have raised their rates far higher than the reporting systems. Cooper complained about the "secrecy" involved. "Cable rates should be public. How can we check the honesty of the response?" he asked.

Eighteen of the subcommittee's 26 members were in and out of the hearing. Some vented their frustrations with cable. Ron Wyden (D-Ore.) wants to do something about the trafficking in cable systems. (Hostetter told Markey he thought it was "appropriate" to look at the trafficking issue.)

Tom Tauke (R-Iowa) called on the subcommittee to look at the issue of sports events migrating from over-the-air television to cable. "Cable, walks, quacks and looks like a monopoly," said Al Swift (D-Wash.).

But there were also those members who defended cable. Thomas Bliley (R-Va.) said he has heard no complaints from his constituency over rates. Oxley said it was his sense that subscribers are satisfied. Bill Richardson (D-N.M.) said he did not see the evidence that cable is a monopoly.

The hearing also gave city officials and cable regulators an opportunity to discuss the survey. Richard Kessel, New York State Consumer Protection Board, said cable television deregulation has "been a disaster" for consumers. Fort Worth Mayor Robert Bolen, on behalf of the U.S. Conference of Mayors, said the GAO study demonstrates what cities have argued all along: "Cable operators are using their monopolistic powers to unfairly charge consumers." Steve Abrams, council member from Rockville, Md., representing the National League of Cities, recommended an "overhaul and rewrite" of the Cable Act. And Peter Pratt, director of telecommunications, Somerville, Mass., who appeared for the National Association of Telecommunications Officers and Advisors, told the subcommittee that the eight communities north of Boston served by Warner Cable have seen average subscriber increases of 81% since 1983, an annualized increase of 13%. —KM

News service planned by Conus, Viacom

Hubbard Broadcasting's Conus Communications and Viacom Network Enterprises announced plans last week to launch a 24-hour news service for TVRO subscribers that will also be available to local broadcasters. The 50-50 joint venture will be based in Minneapolis and provide sports, weather and domestic and international news patterned after an all-news radio wheel. VNE President Ron Bernard said the 30-minute wheels will be repeated six times a day. The network will be taped and fed over Satcom 2R, but Bernard said it will have the capability for live cut-ins, or more frequent updates of material, when needed.

The service is scheduled to be launched in November and will be available free to TVRO subscribers. By January, the signal will be scrambled and available to TVRO subscribers for an as yet unannounced fee. Bernard said the service will be part of Showtime's TVRO package and the price would be competitive. The service will also be available to TVRO homes on a stand-alone basis. Broadcasters will be able to purchase the service in part or in whole, with independent stations among likely candidates, said Bernard. No cost structure was released.

Bernard declined to discuss budgets, although he said the operation would employ 35 to 40 people. Conus will maintain editorial control over the service, he said. Bernard said costs will be borne equally. He said it has not been determined who will handle advertising sales. □

Mixed reactions to violence standards plan

Networks oppose congressional idea of industry guidelines on programing; some producers think the idea is one whose time has come

Reacting to efforts by Congress to get the entertainment industry to develop a set of guidelines addressing violence, and possibly sex and drug abuse in TV programing (see page 69), broadcast and cable network executives questioned the need for such guidelines, citing the separate policies they have in place.

Some producers agreed that current standards, and the give and take between program producers and networks, provide adequate checks and balances for what gets on the air. However, other producers applauded Congress's attempt to force the industry to address an issue which some see as a growing public concern.

At ABC, a company spokeswoman said the network felt "the legislation is not necessary." The proposed legislation would partially exempt networks and producers from antitrust laws, to the extent that they would be allowed to meet and try to develop guidelines concerning the portrayal of violence, and possibly sex and drug abuse, on television.

"We have effective standards in this area that operate very well," said the ABC spokeswoman, outlining the network's position. "We don't feel an antitrust exemption is either necessary or desirable."

David Levy, a Hollywood producer-writer, and executive director of the Caucus for Producers, Writers and Directors, disagreed. Speaking of networks generally, he said, "they may have mechanisms in place, but they do not deal with these issues adequately. The problem is," he said, "one

State of the Network Economy

(Add 000)

	Prime Time	*Late Night*	*A.M.*	*Daytime*	*Children*	*Sports*	*News*	*Total*
Revenue from client-supplied programing								
Second quarter '88	$11,334	$0	$0	$0	$0	$3,490	$0	$14,824
Second quarter '89	5,832	0	0	0	0	9,235	0	15,067
% change	-48.54	NA	NA	NA	NA	164.61	NA	1.64
All other gross revenue from time sales								
Second quarter '88	1,042,250	110,763	61,802	302,389	38,469	276,904	200,869	2,033,446*
Second quarter '89	1,180,182	120,757	66,384	259,047	36,438	261,305	215,269	2,139,382*
% change	13.23	9.02	7.41	-14.33	-5.28	-5.63	7.17	5.21
Total gross revenue from time sales								
Second quarter '88	1,053,584	110,763	61,802	302,389	38,469	280,394	200,869	2,048,270
Second quarter '89	1,186,014	120,757	66,384	259,047	36,438	270,540	215,269	2,154,449
% change	12.57	9.02	7.41	14.33	5.28	3.51	7.17	5.18
Less advertising agency commissions								
Second quarter '88	158,000	16,614	9,272	45,353	5,770	41,331	30,131	306,471
Second quarter '89	177,902	18,113	9,958	38,857	5,466	40,092	32,291	322,679
% change	12.60	9.02	7.40	14.32	5.27	3.00	7.17	5.29
Total net revenue from time sales								
Second quarter '88	895,584	94,149	52,530	257,036	32,699	239,063	170,738	1,741,799
Second quarter '89	1,008,112	102,644	56,426	220,190	30,972	230,448	182,978	1,831,770**
% change	12.56	9.02	7.42	14.33	-5.28	-3.60	7.17	5.17

*Does not include color insertion revenues

**Includes no political parties/candidates revenues for the 1989 second quarter

Advertising dollars continued their recent shifts among dayparts in the just-finished second quarter, while the overall three-network market was up 5% to $1,831,770,000. According to data provided to BROADCASTING by the Broadcast Financial Management Association, daytime saw further advertising erosion, while prime, news and late night were up. The second-quarter data, compiled by Arthur Young & Co. from unaudited submissions by ABC, CBS and NBC, is roughly comparable to last year's second quarter, which had no Olympics programing and only $205,000 of political advertising.

Underlying market strength, in both the upfront and scatter markets, accounted for much of prime's sizable 12.6% increase to just over $1 billion. The daypart's revenue boost got added help, however, from some special factors, such as ABC's broadcast of *War and Remembrance*, the fact that more original programing ran, with higher ratings, in the second quarter due to the writers' strike, and the fewer hours of prime time inventory preempted by National Basketball Association playoffs and finals than was the case in the prior year's quarter.

The latter cause conversely contributed to a decline in sports revenue, which fell 3.6% to $230.4 million, after strong double-digit gains in the second quarter of the prior two years.

Daytime revenue fell 14.3% to $220.2 million, according to the BFM data. Although the scatter advertising marketplace was reported to have been strong, audience fall-off in the daypart limited the amount of inventory, after makegoods, that the networks had left for sale.

Since a good portion of the second-quarter revenue was determined more than a year ago in the upfront marketplace, certain dayparts were still being affected by the transition to the people-meter. One network executive cited children's, off 5.3% to $30.9 million, as an example. **–GF**

THE BUSINESS OF BROKERING/89

"The days when you can cut a deal on the back of a napkin are gone," says Dan Gammon, president of Americom, one of the most successful media brokerage firms.

Gammon's assessment of the broadcast brokerage business is shared by his competitors. The business is no longer conducted on the golf course and in the club house, they say. To a growing extent, it is done over the telephone and fax machine with computer spreadsheets, detailed appraisals and the latest tax rulings in hand.

The business has turned into a "science," says Dick Blackburn, president of Blackburn & Co., which has been in the business 32 years. "I think that anybody in the last five years who has relied on the 'old boy network' type thing has found themselves out in left field."

The transformation has been driven in part by the increased competition spawned by the dramatic rise in station trading spurred by the deregulatory initiatives of Ronald Reagan's FCC. Some of the competition has come from sophisticated new brokerage firms; some from Wall Street, where large investment firms have stepped in to broker large deals (see page 55).

Like broadcasting itself, brokering is no longer a mom-and-pop business. Although more than 150 have hung out the broker shingle, only about 50 are doing more than one or two deals a year and about 20 firms account for most of the sales and dollar volume.

The brokerage business encompasses former broadcasters who entered brokering on a semi-retirement basis; established firms that have managed to not only survive in the business but to excel through innovation and a keen sense of the changing times, and a new breed of broker that relies on a strong financial background, using business-school techniques on top of their personal connections.

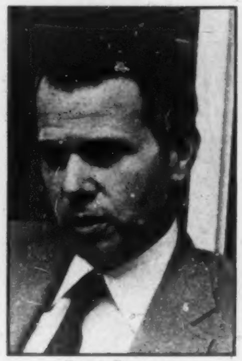
Although most brokers will say there is plenty of business for everyone, they also say a broker cannot afford to waste any of his time or sit back and relax. "If you're up to meeting the demands [of brokering], you'll do fine, you have a place," says Blackburn. "If you're going to cruise, people will blow by you."

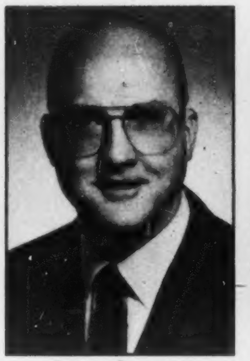
The people who really understand this business are the ones making money right now, says Gammon. "The brokers who trade on their relationships are not doing deals this year, and the statistics show it," he says. "You can't be a casual observer in this business. You can't be successful in this business part time."

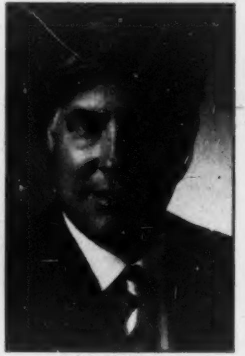
The brokers are scattered throughout the

Americom's Dan Gammon

Dick Blackburn


Gary Stevens


James Gammon


Bob Mahlman

country. Washington is home to a disproportionate share, however, because the FCC and hundreds of communications attorneys are there, but some believe the value of being in the nation's capital does not outstrip the high rent. Chapman & Associates moved to Washington, says President Bill Cate, but returned to Atlanta to, among other things, save $180,000 a year on rent.

Station brokering has grown into a $50-million-a-year business, according to some estimates. And take-home pay of some brokers runs deep into the six figures, with the most successful clearing as much as $900,000 in a good year. But the earnings of others barely cover expenses—the rent, the travel, the phone bill. "There is a big disparity between the firms...and individuals that do well and the other group of people that kind of flounder at it," says Brian Cobb, Media Venture Partners.

Brokers are, for the most part, paid on commission at the completion of the sale. There are three basic types of commissions, which vary slightly. One of the most common is the 5-4-3-2-1 commission. The payments start at 5% for the first million dollars; 4% for the second; 3% for the third; 2% for the fourth, and 1% for anything after that. Another commission schedule is the 5-4-3-2, which gives the broker 5% of the first $3 million; 4% of the next million; 3% of the next, and 2% for anything beyond $5 million. Larger brokers often use the 5-2-1 system of 5% of the first $3 million; 2% up to $10 million, and 1% after that.

Not all brokers, however, subscribe to the traditional commission. Gary Stevens, of Gary Stevens & Co., for example, says that the nature of his deals are such that he negotiates his commissions because, as he points out, no one will pay 3% on a $100 million deal.

Although the number of brokers has been increasing, some of the top brokers are predicting some of their competitors may not be around in a year or two. The companies that have the size are "eating the little guy's lunch," said Dan Gammon, because the smaller firms cannot compete with the resources the bigger brokers bring into play.

Ironically, the big brokers may not be a real threat to the scores of brokers who specialize in small-market deals. Ray Rosenblum, who focuses on small markets in Pennsylvania, New York, Maryland, Ohio and West Virginia, says the intense competition for the big deals leaves opportunities for him and others. "I have found a niche where I can serve people," he says.

Successful brokers are constantly looking for the deal, keeping in constant contact with potential buyers and sellers. National Media Brokers Association President James Gammon, a communications lawyer, president of Gammon Media Brokers Inc. and father of Americom's Tom and Dan Gammon, says that brokers are constantly looking for owners who "ought to be ready to sell" for tax reasons or because station value has peaked or begun to erode.

For buyers of successful stations, Gammon says, the broker has a duty to find out why it has been successful. If it is because of management, he says, "the general manager can be sold to the buyer along with the stations." If, however, a technical change—a new antenna or transmitter, for instance—is the cause, he says, the deal can be hurt if the broker is out promoting the station's management.

Increased competition among brokers has also led to questionable practices by some brokers. Bob Mahlman Jr., of Bronxville, N.Y.-based Mahlman Co., says that some brokers do not respect the confidence of the seller when working on a deal. They leak information, for instance, about the sale prematurely to promote themselves, he says.

Frank Kalil, of Kalil & Co., agrees that too many people "open their mouths when they shouldn't." Owners may not want their employes to know the station is for sale, he says. If employes learn of it before the owner meets with them, panic often ensues. "There are some brokers," says Mahlman, "that have a tendency to give the rest of us bad names." (None of the brokers would name the culprits for the record.)

There is also concern about brokers who repeatedly horn in on deals to capture a portion of the commission. Brokers who had and lost a listing sometimes reemerge after another broker has put together a deal and threaten to sue if they do not receive a share of the commission, says Mahlman. No buyer or seller wants to hear talk of lawsuits, he says. So the broker who does not want to hang up the deal gives in and pays off the complaining broker. "That's not right," he says. The National Association of Media Brokers could help by imposing a time limit on how long a broker can lay claim to a seller, he says.

To get a listing, some brokers will tell sellers their stations are worth far more than they are. "The fact that they do that is just gross....There is no excuse for it," he says. Overstating the market value to the seller will eventually catch up with the broker and damage his or her reputation, he says. And in this business, he says, reputation "is the main thing you have."

Perhaps because of the reputation-is-everything philosophy, the brokers who engage in the questionable practices are the exception, not the rule. For the most part the brokers behave themselves, most brokers agree, despite the lack of any formal

Sales breakdowns

Category	*Number sold to June 1988*	*Number sold to June 1989*	*Sales to June 1988 (000)*	*Sales to June 1989 (000)*	*Percent change*
AM	**27**	**78**	**$23,192.6**	**$74,324.6**	**220.5**
FM	**45**	**55**	**207,752.0**	**154,598.1**	**-25.6**
AM-FM	**54**	**58**	**157,265.8**	**246,356.3**	**56.7**
TV	**13**	**22**	**187,935.0**	**646,767.4**	**244.1**
Groups	**8**	**5**	**471,172.3**	**159,199.1**	**-66.2**

June, 1989

SOLD

CITRUS CABLE
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June, 1989

SOLD

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Kenai/Soldotna, and Bethel, Alaska
have been sold to

PRIME CABLE OF ALASKA, L.P.

of Austin, TX

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standards or code of ethics.

Most brokers look for good times ahead. Over the past five years, says Dick Blackburn, the brokering business has been "great," and as long as money remains available and affordable it will continue to grow.

Blackburn attributes the strength of the business to several factors, including regulatory changes at the FCC (the raising of the ownership limits and removal of the three-year rule), banking's greater understanding of and continued interest in broadcasting, and the attention broadcasting has received on Wall Street. The business was not maturing before, and people were not focusing on the business, but they are now, he says. "And it was time." —JF

The biggest of the brokers

Among the independent (those not affiliated with Wall Street investment bankers) radio-TV brokers, Americom, in its sixth year of operation, is number one.

According to BROADCASTING's count (see chart, page 48), the Washington-based Americom brokered deals totaling $589,270,000 since July 1988.

Gary Stevens is the first runner-up (and again the premier solo performer), with a total of $388 million in deals over the past 12 months.

Rounding out the top five are Blackburn with $366,983,000; Media Venture Partners with $198,951,600, and Howard Stark with $105,600,000.

Following are profiles of the top 23 independents—those with sales of more than $10 million between July 1, 1988, and June 30, 1989.

Americom

In less than six years Americom has risen rapidly through the ranks to become one of the top three brokers. In 1986 it brokered sales worth approximately $120 million. In 1987 that figure was around $100 million, and in 1988 was close to $140 million. Since July 1988 Americom has brokered sales

THE BUSINESS OF
BROKERING/89

over $1 billion. A large chunk of that came in a Westinghouse letter of intent to buy 13 radio stations from Legacy and Metropolitan for $365 million (BROADCASTING, April 24, 1989). Americom's managing partner and top 25 market specialist Jim Sterling provided the brokering services to Westinghouse for the deal, which has yet to clear the FCC. Westinghouse aside, Americom does deals in the $4 million-$20 million range. Not bad for a company that started out five years ago and was once $20,000 in debt. Tom Gammon recalled in a BROADCASTING "Fifth Estater" (Sept. 22, 1986) that he once went to rent a car only to find all of his credit cards frozen and having to use the buyer's card to rent a car. However, he closed that sale and the company has never looked back since.

Americom is headed by brothers Tom (chairman) and Dan (president). Their father, James Gammon, is a communications lawyer who just recently went into brokering full time with the formation of Gammon Media Brokers Inc., the successor to Gammon & Ninowski Media Investments Inc., which Gammon founded in 1985.

Dan Gammon attributes some of his firm's (and brokers' in general) success to the ability to judge the value of a station. "We [brokers] create an efficient marketplace," says Gammon. "For the sellers we try to produce the highest price the market will pay," adds Gammon. He also stresses the confidentiality of the brokering business. The lack of confidentiality, according to Gammon, is a big problem in brokering; if confidentiality is broken, then the staff of the station becomes anxious. Presentations and projections are a big part of Americom's business, Gammon explains. "The reason for our success is that we professionalized the business," referring to Americom's computer sophistication and debt service models for the buyers, which, says Gammon, meshed with what the banks were starting to do.

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WAKR, WONE-FM, Akron, Ohio • $13,000,000
WCOS AM-FM, Columbia, South Carolina • $12,500,000
KXOK, KLTH-FM, St. Louis, Missouri • $6,500,000
WMJR, WJAD-FM, Albany, Georgia • $3,000,000
WPBD-AM, Atlanta, Georgia • $4,200,000

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Blackburn & Co.

It has been a typical year for Blackburn & Co.—approximately $270 million in sales since last July and another $101 million in sales pending at the FCC. Some of Blackburn's bigger sales of the last two years include two group deals totaling $145 million and the sale of KFAC-FM Los Angeles for $55 million. Most of Blackburn's sales are in the $1 million-$10 million range. For the most part the firm focuses on radio, but they do have a $70 million deal for WSFA(TV) Montgomery, Ala., pending.

Blackburn & Co. emerged from a brokerage firm headed by the late James Blackburn Sr. and Ray Hamilton. In 1957 Blackburn went out on his own, and today the company is run by his two sons, Jim (chairman) and Dick (president). Blackburn & Co. is headquartered in Washington and has offices in New York, Atlanta, Chicago and Beverly Hills.

Blackburn Capital Markets is the company's financial division. It was set up as a separate entity from the brokerage firm and its main focus is to help people recapitalize their company or restructure debt. Dick Blackburn says they generally do not finance the deals that they broker.

Blackburn sees the broadcasting business becoming more of a science. This is also true for brokering. Dick Blackburn says it is not enough to be a "good ol' boy broker." However, he adds, that does not mean that the smaller brokers will become extinct; if someone wants to work hard, he or she will find a way to do well in brokering. Blackburn also finds himself competing against Wall Street firms sometimes and working with them other times, but many of the Wall Street companies have started to get out of the business over the last few years.

Blackburn is optimistic about the year in general but, like most brokers, is concerned about AM. He feels that "something dramatic has to happen in AM—the trends overall are not good and I don't see a reversal of those trends in the near term." Blackburn says technology is the main problem for AM, although he is quick to point out that when an AM has successful

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programing an FM will be there to copy it.

Dick Blackburn says the biggest change in the broadcasting industry is the changing of the business as pioneers leave and investors get in. "The investors," says Blackburn, "are excellent broadcasters, and they're doing things that were not being done before and running far better stations." Despite the advent of the non-broadcaster in broadcasting, Blackburn does not feel station prices are inflated. He also does not see the broker business being reduced to just a few large firms, but says the companies that will prosper will be ones that offer full-service capability. The business now, says Blackburn, is more than just phone calls and mailings.

Broadcasting Asset Management Corp.

Jack Minkow, president of Broadcasting Asset Management Corp. in Chicago, spent the past year working on one deal—the $123.5 million stock purchase of United Broadcasting Co. by TA Communications in February. The deal, not yet approved by the FCC, includes KALI(AM) San Gabriel and KSOL(FM) San Mateo, both California; WDJY(FM) Washington; WYST-AM-FM Baltimore; WINX(AM) Rockville, Md. (Washington); WKDM(AM) New York, and WJMO(AM)-WRQC(FM) Cleveland Heights, Ohio. The sale also included cable systems in New Hampshire serving about 38,000 subscribers. Industry sources estimate the value of the United stations to be $75 million-$80 million.

Minkow's past affiliations include five years with ABC as vice president and general manager of ABC's FM stations in Detroit and Chicago; he was also a member of the board of advisers to the ABC Radio Network. He currently owns KCOL(AM)-KIMN(FM) Fort Collins, Colo. (Denver). Minkow says the growth in the brokerage business is good for radio. He thinks that it is a byproduct of the lifting of the FCC's three-year rule. One thing needed these days, he says, is that the sellers should "examine the financial ability of the broker and the broker's ability to raise capital for the prospective buyer." Brokering aside, Broadcasting Asset Management also focuses on the procurement of debt and equity for purchases of major and medium market broadcast properties. Minkow also consults investment groups on station operation and management.

Robert A. Chaisson

Robert A. Chaisson, president of New Canaan, Conn.-based Robert A. Chaisson Inc., is in his fifth year of brokering. Prior to that, Chaisson, like Richard Foreman, Jack Minkow and Robert Mahlman, was with ABC. From 1979 to 1984 Chaisson served as managing director of ABC Talk Radio and as director of network development. From 1966 to 1979 he was with John Blair & Co. as vice president and office manager of Blair's New York office.

Chaisson handles both radio and TV but says that 95% of his business is in radio. Since July of last year Chaisson has brokered sales totaling $10,564,350. He does deals all over the country, but his primary focus is on the East Coast.

Chaisson says that this year should be good for station sales if interest rates decline and cites deregulation as the main reason for the increase in station trading and growth of the brokering business. However, he questions whether buyers will be able to buy good cash-flow stations. Chaisson says there are not enough "good products" out there to satisfy buyers, and sellers may want to sell at a higher multiple.

Chapman Associates

William Cate, president of 35-year-old Chapman Associates, joined Chapman in Atlanta in 1978 and, with Chapman Chairman Ray Stanfield and the late Corky Cartwright, bought the company from Paul Chapman in 1983. Since he has been president, he estimates that sales have tripled and revenue has quadrupled. The firm recently relocated its corporate headquarters from Washington to Atlanta. Since July 1988 Chapman has brokered sales totaling $101,491,750.

In 1987 Cate helped establish Chapman Financial Services, based in Boston and headed by Bob Maccini. Maccini provides financing for new purchases and also arranges refinancing.

Cate cites the addition of financial services by the brokerage as one of the biggest changes. The entrance of Wall Street is also a big change, but Chapman, according to Cate, has not been hurt by the investment banking firms. But that does not mean he is ambivalent towards the Wall Streeters. "The investment bankers are the biggest whores that ever hit broadcasting," says Cate, adding that they are not good for the industry and know little about the brokering business.

Although the competition is tough between brokers, Cate says the brokers' real enemy is the direct deal. That too is changing. Cate estimates that when he entered the brokering business only 27% of the deals were brokered, today that number is around 50%.

CEA

Communications Equity Associates is known mostly as a cable broker. However, the Tampa, Fla.-based firm is also highly successful in radio and TV. Since July 1988 CEA has brokered radio and TV sales totaling $29,311,194 (including five radio deals worth $18,666,194).

CEA's broadcast brokers are Glenn Serafin, Tim Menowsky and Katherine C. Marien. Serafin joined CEA in 1985 after several years with the Associated Press. He started as a newsman and went on to become a sales executive for AP's Broadcast Services Division and, later, national sales manager. Menowsky joined CEA in 1988 from station ownership. He owned four stations in Pennsylvania, Missouri and Kansas. He was also vice president of Greenwood Performance Systems, a broadcast consulting firm, and was involved in radio research for NBC in Washington. Marien, formerly with the communications group at the Bank of New England, recently joined CEA as group vice president of the broadcast division.

Serafin says CEA has had a great year, a busy first half, and will be announcing sales worth about $25 million. Serafin says the year started out a bit slow for the industry. He says there was no particular reason for the slow start except for the higher interest rates in the first quarter, which caused problems. But the rates, according to Serafin, are "headed South." When the rates climb, he explains, the most important factor that affects trade is the ability to borrow money at a reasonable rate. The brokerage business, says Serafin, is "constantly maturing," and he cites expansion into financing as the major change in brokering. CEA recently relocated its broadcast headquarters from Washington to its corporate headquarters in Tampa.

R.C. Crisler & Co.

Cincinnati-based R.C. Crisler & Co., founded by Robert Crisler in 1951 and the training ground for some of today's top brokers, continues to do well after almost 40 years in the business. Since July of last year Crisler has brokered sales worth approximately $102,610,000. Two of the firm's bigger TV deals brokered were the

Chapman's Bill Cate

CEA's Glenn Serafin

Richard Foreman

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sales of [illegible] Jefferson City, Mo., for $24 million and that of [illegible] Wilmington, Del., for $[illegible] 8 million. Senior Vice President Clyde Haehnle, who handles both radio and TV for Crisler, says this year has been "soft" on TV. Crisler, which also handles newspaper sales, has offices in New York, Chicago, Ithaca, N.Y., Lincoln, Neb., and Tampa, Fla. Other members of the firm include vice presidents John Babcock, Richard Chapin, Mark Jorgenson and Donald Clancy. Ward Quaal is Crisler's special national representative.

Haehnle agrees that the competition has added more professionalism to the business. Haehnle says TV prices are low right now and says one reason is that lenders are a little more hesitant to take chances then they used to be. One new development at Crisler is the establishment of Crisler Capital Co., a joint venture with Society Media Co., a subsidiary of Society National Bank of Cleveland. The company is headed by R.D. Meiszer, a former senior VP with Society. With the new firm, Haehnle says Crisler will now be able to place the senior lender, the subordinated lender, the venture lender and the equity (buyer) together. Crisler does not use the service for its own deals exclusively. Meiszer says the company will be most successful with sales between $5 million and $75 million. Deals over $75 million attract the attention of Wall Street, an area in which Crisler does not want to compete.

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Fisher & Associates

Norman Fisher, president of Austin, Tex.-based Norman Fisher & Associates Inc., is the former owner of KUKA(AM) San Antonio, Tex., WEBB(AM) Baltimore, and [illegible] Abilene, Tex. Fisher's background includes resident partner of Holt-Fisher & Associates from 1970 to 1971. He then joined R. Miller Hicks Co. as vice president of operations, managing station properties, and in 1974 formed Fisher & Associates. He also serves as a station consultant for several Southwest radio and TV stations and also has offices in Harlingen, Tex. His brokering is not limited to the Southwest, though he does sell properties there. Nor does he limit himself to radio. Since July 1988, Fisher has brokered deals totaling $29,551,000.

Fisher feels that the FCC's deregulation has led to the boom in sales and brokering and allowed the younger brokers to move in. Deregulation, he adds, also led to the entry of bankers and other investors into the business. The good side of deregulation, says Fisher, is that the banks, after becoming more involved in broadcasting, became more open to lending money for station purchases.

Foreman & Associates

Richard Foreman, head of Greenwich, Conn.-based Richard A. Foreman & Associates, was ABC's vice president, operations, for radio from 1978 to 1981. On his own since 1981, he has been one of the more successful solo brokers. Like several brokers, he started as a consultant and found himself drawn into brokering. Foreman, who has been ranked among the top 15 brokers the last two years by Paul Kagan, brokered sales in 1987 of about $15 million and in 1988 hit $24 million. Since July 1988 Foreman has brokered sales worth $24,840,000. Not included in that is the swap of WLTI(FM) Detroit for WRVR-AM-FM Memphis, which has closed and is estimated to be worth $35 million, bringing Foreman's total to $59,840,000.

Foreman likes to concentrate on high-growth markets such as Mobile, Ala., Norfolk, Va., and Raleigh-Durham, N.C. He says one change he has noticed this year is that while the number of deals is increasing, the prices are not. He sees a lot of smaller deals this year and feels there is a need for "more quality buyers."

W. John Grandy

San Luis Obispo, Calif.-based W. John Grandy has been very active in recent months. His biggest deal since July 1988 was the $24 million sale in June of KCBQ-

Brokers branch out

Indicative of the increasing sophistication of the brokering business, a growing number of brokers are now concentrating on the financing of the deal in addition to bringing buyer and seller together. Some of the brokers, such as Chapman & Associates and Blackburn & Co., have set up in-house financial services arms, while others have built strong relations with investment bankers, financial consultants and broadcast lenders.

Blackburn & Co. launched Blackburn Capital Markets to provide full-service financing. According to Dick Blackburn, president, Capital Markets was not set up to work with only Blackburn deals. They provide acquisition financing including senior and subordinated and equity funding. Blackburn also offers corporate restructuring for existing companies and consulting services for corporations or individuals that want to invest in broadcast properties. Blackburn says the service has been used primarily for properties in medium-sized markets.

"Right now," said Blackburn, Blackburn Capital has focused on the $5 million-$25 million stations and $10 million-$70 million companies. One reason for creating the division, according to Blackburn, was to help "undo" what people may have done on their own. Financing, said Blackburn, "is a more important part of the business than it ever has been."

Blackburn Capital Markets is managed by Steve Pruett, who is located in Blackburn's Chicago office. Susan Byers handles Capital Markets for Blackburn's Washington office. Blackburn Capital Markets has done close to $69 million in transactions since July 1988.

Media Venture Partners has also joined the growing ranks of brokerage firms involved in financing deals, because, said Brian Cobb, sellers are demanding to see tangible evidence of the buyer's financing.

Brokers, for the most part, require that the buyer identify the bank helping the buyer finance the deal up front. MVP also deals with the banking community and often works with them to help solve lender problems. MVP also looks to venture capital firms and banks to help the buyer if proven to be a good risk. Cobb said that for the most part, buyers don't mind giving up an equity piece of their purchase to the "subordinated lender." Sometimes it's how much the buyer gives up that can be a problem. Cobb said there is no set amount. "It's all over the place; I've seen as low as 5% and as high as 80%. It has to do with the quality of the deal and the money that the buyer brings to the table."

Chapman Associates offers Chapman Financial Services. Chapman helps secure financing for buyers and restructures existing debt. Chapman also has ties with broadcast lenders, insurance companies and venture capitalists.

R.C. Crisler & Co. and The Mahlman Co. also joined the ranks of brokers affiliated with lenders. Crisler recently established Crisler Capital Co., a joint venture with Society Media Co., a Cleveland-based broadcast lender.

Mahlman recently announced its affiliation with New York-based W.M. Turnof & Co. The affiliation allows Mahlman to add tax advice and financial management services to its brokering business.

AM-FM San Diego.

Grandy is a veteran broadcaster who has owned and managed radio and TV stations in the Midwest and West. His associate, Dale Cowle, is based in Rancho Mirage, Calif. Cowle has owned stations in Iowa and Illinois. Grandy has been a fulltime broker since 1974.

Grandy cites the growing role that banks play in broadcasting as the biggest change in the last five years. Deals, says Grandy, are no longer strictly seller financed.

Several of Grandy's recent deals have involved minority tax certificates. Grandy feels that the tax certificate is one of the good things the FCC has done because it has been effective in attracting more minority owners. Grandy also supports the FCC's deregulation because it allows for more stations and brings in more broadcasters.

Grandy also feels that AM radio has some problems. In terms of selling, he describes the stand alone AM as a "tough sale" and feels that AM is becoming relegated to specialized programing such as ethnic material, news/talk or religion.

Since July of 1988 Grandy has brokered sales totaling $55,550,000.

Ted Hepburn Co.

Ted Hepburn, founder of the Cincinnati-based Ted Hepburn Co., said that this year has gone in "fits and starts." Hepburn, who with his son, Todd, is entering his 14th

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The $10-million-plus club

The 28 brokers that handled more than $10 million in deals in the last 12 months

Broker	*Radio sales*	*TV sales*	*Pending (000)*	*Closed (000)*	*Total (000)*
Goldman-Sachs		3	$150,000	$457,000	$607,000
Americom	28		441,900	147,370	589,270
Gary Stevens	16		89,000	299,150	388,150
Blackburn	46	1	101,568	265,415	366,983
First Boston		5	12,000	147,000	198,952
Media Venture Ptnrs.	26	5	67,725	131,227	159,000
Stark		2	45,600	60,000	105,600
Chapman	37		970	100,522	101,492
Mahlman	8		8,000	88,450	96,450
Sandler		2	40,000	40,000	81,410
Broadcast Asset Mgt.	1		75,000		80,000
R.C. Crisler	19	1	39,200	42,210	75,000
Kalil & Co.	4	4	33,000	32,300	65,300
Foreman	5		12,165	47,675	59,840
W. John Grandy		6	29,600	25,950	55,550
H.B. LaRue	6	1	28,500	23,350	51,850
Cecil L. Richards	9		5,750	41,050	46,800
Hepburn	1	1		35,500	35,500
Kozacko-Horton	24		6,040	23,381	29,421
C.E.A.	7	3	18,666	10,645	29,311
Norman Fisher & Co.	9		5,750	23,051	28,801
William Schutz Jr.	6			22,400	22,400
Kidder, Peabody	1			21,000	21,000
Sailor & Assoc.	5		12,835	7,465	20,300
Shearson Lehman		2		20,000	20,000
R.A. Marshall	7	1	5,750	12,013	17,763
Star Raymond	4		11,500	4,700	16,200
Robert A. Chaisson	6		4,564	6,000	10,564

The radio-TV brokers are ranked by the total dollar amounts of sales they brokered between July 1, 1988 and June 30, 1989. The "Pending" column shows the totals of sales that are still awaiting FCC approval or final settlement.

year on his own since leaving R.C. Crisler & Co., has also managed stations.

For the past five years Hepburn has been one of the more successful TV and radio brokerage houses. Between 1985 and 1987 Hepburn brokered sales worth more than $220 million. Hepburn's sales since July 1988 were WPCQ-TV Charlotte, N.C., for $30 million, and the recently closed WZFM(FM) Briarcliff Manor, N.Y., for $5.5 million. That total is down from the $85 million that Hepburn did in the previous 12 months. The firm handles both radio and TV deals, and Hepburn says his business is split down the middle these days, when usually his business favors radio five to one. Hepburn says one reason the business is changing is because anticipated growth is drying up. A decline in revenue growth can also hurt stations. If revenues don't keep up with expenses, then profits will flatten out. When inflation slowed down, says Hepburn, station revenues were hurt. This has led to a more conservative lending approach by the banks.

Ted is helped out by his son, Todd, also a broker, and his daughter, Heidi, who does station appraisals. Although his firm does not provide in-house financing, he does steer prospective buyers to the investment bankers with whom Hepburn has a good relationship.

Kalil & Co.

Frank Kalil has also made the successful transaction from station management to brokering. A graduate of the University of Arizona, Kalil owned KAIR(AM)-KJYJ(FM) Tucson and KBEZ AM-FM Phoenix. For seven years he was a broker with R.C. Crisler & Co., and was a partner with former R.C. Crisler associate Bill Richter. He has been on his own since 1982.

Kalil says his Tucson base, aside from meaning he has to change planes a lot, is not a disadvantage in the business. Kalil has closed sales worth about $33 million since July 1988 and has a $33 million sale awaiting FCC approval. Kalil's sales are pretty much split down the middle between television and radio. Kalil is not limited to the Southwest. He brokered the recent sale of WXTR-FM Waldorf, Md., for $33 million to Ragan Henry.

He says his firm will not work with a seller who wants more for the station than Kalil thinks it's worth. "We don't think there is anything to be gained by taking a listing at an inflated price just to have a listing; you [the broker] look like a fool and you waste a lot of time and money," says Kalil.

He says this year has been "explosive" for his business, adding that the reason for the boom is that more people are recognizing what a good business broadcasting has become. Kalil explains: "If you know about broadcasting and you are dealing with a reputable broker you will not put your money anyplace else."

1989 SALES

KCBQ/KCBQ-FM
San Diego

KMAX-FM
Los Angeles

KEST
San Francisco

KUNA, Indio
KCKC/KBON, San Bernardino

W. John Grandy

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Kozacko-Horton Co.

Kozacko-Horton Co., the Elmira, N.Y.-based brokerage firm, has been expanding its reach over the last few years from Maine to Florida. The firm grew out of the Keith Horton Co. Horton, a former radio sales manager and owner, sold the company to Richard Kozacko in 1985. Kozacko's background includes stints in financial planning with the Ford Motor Co. and 3M. Kozacko entered the brokering business in 1967 with Chapman, joined Horton in 1973, and bought it out in 1985. Currently Kozacko-Horton has offices in Elmira, Washington, Portland, Me., and Sarasota, Fla.

Kozacko-Horton primarily handles deals between $1 million and $5 million. Aside from a drop in standalone AM deals, Kozacko says his business (mostly radio) has been steady. He says that as long as the economy remains strong, his business will also remain good. However, turnaround stations are becoming more difficult to sell, he says, because banks are tightening up. Kozacko-Horton has brokered deals worth about $29,420,500 since July 1988, and Kozacko says this will be the company's best year.

H.B. LaRue

Hugh Ben LaRue, president and founder of H.B. LaRue, Media Brokers, is in his 25th year of brokering. Before that he served as general sales manager of WINS(AM) New York, general manager of then-KTVR(TV) Denver, and vice president of then-KULA-AM-TV Honolulu. The firm has offices in Beverly Hills, Calif., Atlanta and New York. LaRue is helped out in California by Vice President Joy Thomas. A newcomer in the West Coast office is W. Dean LeGras, West Coast manager, a former general manager of KCBS-TV Los Angeles. The New York office is run by Michael Bergner, who focuses on legal matters as well as brokering, and Leon Van Bellingham, a former special projects coordinator with NBC's *Today* show and vice president of Cablecom General. Harold Gore, radio owner and former executive vice president of Sudbrink Broadcasting, is based in Atlanta.

LaRue handles radio, TV and cable transactions. LaRue estimates they have done about $50 million in sales since July 1988, including a $13 million sale and one for $7.65 million. Last year, according to LaRue, was slow, with less than $100 million in sales. This year, with sales approaching $50 million so far, LaRue hopes to clear the $100 million mark for the third time in four years. LaRue says that the constant shuffling that goes with the increasing station trading does not hurt the industry, and that this seems to be what the administration and the FCC want. And it's excellent for brokers, he adds. LaRue says it used to take a year for a deal to get through the commission, but now they are completed in about eight to 12 weeks.

The Wall Street intrusion has not

affected LaRue's business. "They [Wall Street] don't always know where the buyers are when they get a listing," says LaRue. When that is the case, he explains, "we contact the seller and find out which investor he is working with and work with them to help them make a deal." LaRue is anticipating continued growth in station trading and hopes to enlarge his staff to include more cable. The firm is looking for a full-time cable broker. Cable, says LaRue, "has room for more competition."

The Mahlman Co.

The Mahlman Co. bills itself as radio's "blue chip broker." The Bronxville, N.Y., company was founded by Robert Mahlman in 1979. His background includes stints with ABC as vice president and general manager of network services and vice president and director of affiliate relations. He also spent 14 years with the McGavern Guild rep firm.

Mahlman is aided by his son, Bob Jr., who joined the company last year. He began his career as an account executive for WVIP-AM-FM Mount Kisco, N.Y., and was sales manager before leaving to enter the rep business with Katz Radio. Nancy Mahlman, Robert Mahlman's wife, is the company's chief financial officer.

Since July 1988 Mahlman has brokered deals totaling $96,450,000. Most of the deals are between $3 million and $10 million. The big sale for Mahlman this year was the $58 million sale of WWJ(AM)-WJOI(FM) Detroit.

Malhman Jr. says that it is still a seller's market with increasing multiples. He says some broadcasters were "forced to sell earlier this year because some people had just paid too much, while some of the deals pegged as risky did not come through and stations were sold for less than originally planned." Mahlman Jr. says that this sends shock waves through the buyers and creates a wait-and-see market. However, for the most part, Mahlman Jr. says that attitude has not had too much of an effect on the industry.

The Mahlman company recently joined the ranks of other brokers with either financial institutions within their companies or relationships with outside financiers. Mahlman and W.M. Turnoff & Co. became affiliated in June. Turnoff Co. provides tax advice and management services. Mahlman also has a relationship with the National Broadcast Finance Corp.

Mahlman has offices in California and hopes to open offices in the South and the Midwest next year.

R.A. Marshall & Co.

Robert A. Marshall, president of R.A. Marshall & Co., also has a family background in radio and brokering–Marshall's father was an original partner of Blackburn & Co. Marshall started his career in radio in 1958 with KPLT(AM) Paris, Tex. After his graduation from law school, Marshall joined his father

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Richard Kozacko

H.B. LaRue

Robert Mahlman

at Blackburn rising to vice president and associate broker. Marshall left Blackburn in 1981 to form his own brokerage firm with his wife, Martha, in Hilton Head Island, S.C.

Marshall cites his experience as the key to his success. "After 21 years of observing the broadcasting business I have a good idea of what works and what doesn't." Marshall & Co. has closed deals totaling $12,013,000 since July 1988 and has another $17,763,000 worth pending.

Media Venture Partners

Media Venture Partners, the firm formed by four former brokers of Chapman Associates, has overcome a rough separation from Chapman to become one of the biggest brokers in less than two years. MVP's four principals—Brian Cobb, Charles Giddens, Elliot Evers and Randy Jeffery—have almost 80 years of combined experience in the broadcasting business. Cobb's previous positions include vice president and general manager of WNGE-TV and WSIX-AM-FM Nashville and vice president-general manager of KOA-AM-TV and KOAQ-FM Denver. He has also served on both the Tennessee and Colorado associations of broadcasters. Giddens was a broadcast consultant and vice president of Chapman Associates' major markets division. Cobb and Giddens are in MVP's Washington office. Heading MVP's Orlando, Fla., office is Jeffery, who got his start in broadcasting in the mailroom of WGN-AM-TV Chicago. Evers, in the San Francisco office, adds legal experience to his brokering. He has provided FCC counsel to several radio groups and was an attorney with the West Coast law firm Farrand, Malti, Cooper & Metzler.

According to Cobb, MVP does not focus on a particular market or region; instead, price is the final factor on whether MVP gets involved in a deal. For the most part, MVP handles radio sales. However, this year the firm has been involved in more TV deals than ever before. Usually MVP averages 85% radio deals to 15% television, but that ratio has shifted to 75%-25%. Cobb says MVP's sales average $5.5 million, with only four transactions in the last 12 months worth less than $3 million. Since July 1988 MVP has brokered sales worth about $195,751,578.

Stan Raymond Associates

Atlanta-based Stan Raymond Associates handles radio deals, mainly in the Southeast. Raymond says that the growing prices of stations and the increased complexities of financing have made business more difficult. On the plus side, Raymond says that investors and venture capitalists know more about the industry than they did a few years ago and, because of this added knowledge, venture capital people are more apt to loan money for radio properties, based not just on cash flow but on potential value or a good upside. Investing "is not," adds Raymond, just "black and white anymore."

Raymond says he approaches a sale as a broadcaster, not a broker, and that one reason for his success is that the firm still takes a "personal approach."

The radio business is doing great, says Raymond, and he expects to have a good year, but he is upset that more radio people can't afford to buy stations.

Cecil L. Richards Inc.

Cecil (Lud) Richards, a veteran broadcast executive with Westinghouse and CBS, is entering his 15th year as founder of Cecil L. Richards Inc. His brokering background includes six years as vice president with Hamilton-Landis & Associates, where he spent as much of his time as a broker as he did as an appraiser.

Richards is helped out in Washington by Bruce Houston, who started as a station rep with Eastman Radio in 1962. He came to Washington in 1975 as general manager of WRC(AM)-WKYS(FM) and joined Richards in 1978. Lee Hague, a former merger and acquisition specialist with Dean Witter in Chicago and former owner of a broadcast investment banking firm, anchors Richards's Chicago office.

There is no one market for Richards. Deals brokered over the last year by Richards include the $25 million sale of WBMD(AM)-WQSR(FM) Baltimore and WPTX(AM) Lexington Park, Md. From July 1988 to June 1989 Richards brokered sales worth about $46,800,000.

Sailors & Associates

Don Sailors, president of Atlanta-based Sailors & Associates, says he's "busier than he's ever been." Sailors is another solo broker preferring to do things himself. He says he hasn't seen much change in the brokering business over the last five years, but does cite better presentations and more mass mailings as among the few changes. Sailors has been brokering radio deals since 1981. His background includes station management and rep firm experience (with the late John Blair in the 1950's). He has noticed the growth in brokerage firms but says he "has enough going so that I don't notice the competition that much." Since July 1988 Sailors has brokered deals worth $20,300,000.

Sandler Media Group

New York-based Sandler Media Group, an investment partnership that invests in stocks of communications companies, also does TV brokering. Since July 1988 the group has brokered two deals for three stations

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totaling $80 million.

The group is headed by Harvey Sandler, who spent 14 years at Goldman Sachs as a media and special situations analyst. John Kornreich, partner, acts as Sandler's research department. Barry Lewis, general partner, joined Sandler in 1986 after 20 years with Katz Communications and handles some of Sandler's brokering and stock trading operations. A recent addition is Mike Marocco, former vice president of Morgan Stanley, who is now president of Sandler's Media Group.

William B. Schutz Jr.

William B. Schutz Jr., head of his own brokerage house in Irvington, N.Y., began his career with LIN Broadcasting in 1969 with KILT-AM-FM Houston. In 1971 he joined McGavern Guild in New York as an account executive. In 1973 he joined Buckley Radio Sales and served as Eastern Regional Manager. In 1977 he formed Schutz & Co., a national rep firm, and in 1980 he merged with Savalli/Gates to form Savalli & Schutz. After becoming involved with brokering he decided to sell his interest in Savalli & Schutz to develop his own brokering business.

The decision seems to have paid off for Schutz. In 1987 he brokered deals worth about $5.5 million. In 1988 that figure improved to $13 million. Since July 1988 Schutz has brokered deals worth about $22.4 million. Schutz's big deal of the last 12 months was the $12.5 million sale last year of WJLK-AM-FM Asbury Park, N.J.

Howard Stark

Despite the onslaught of investment bankers cutting into his business, Howard Stark can still lay claim to being at the top of the TV brokering game. Stark, who once told the *New York Times* he "invented the business," brokered more than $200 million in sales over the past year and more than $2 billion over his long career. And he does it alone.

Last year Stark brokered the sale of WGRZ-TV Buffalo for $100 million and WAFB-TV Baton Rouge for $60 million. This year he sold KWQC(TV) Davenport, Iowa, for $45.6 million.

Stark's success does not mean that he has come to terms with Wall Street. He still does not care for their methods. He feels that auctions (of stations) destroy the confidence between seller and buyer. He also questions whether the auction process really lets the highest bidder buy the station. Stark feels the broadcast license is a public trust and that Wall Street is not fair with regard to that trust.

Stark also has said that the financial people "don't care about broadcasting." He does not want to sell to someone who is buying, only to keep the station for a short time and then sell for a profit.

MVP's Brian Cobb

William Schutz

Howard Stark

Wall Street aside, Stark is also outspoken about FCC rulings. When the 12-12-12 ownership cap rule went into effect, Stark took on more business. However, he was not as happy with the removal of the three-year rule. That, says Stark, hurt selling for radio because of the influx of non-radio people who got into the medium.

Stark is optimistic about this year and the years to come. Stark says reduced interest rates and reduced programing costs will allow the market to expand.

Gary Stevens & Co.

Gary Stevens has done it all in broadcasting and now does it all in brokering. While some brokers have backgrounds in station management, law or finance, Stevens combines all of the above and is one of the more successful brokers. He also does it alone. Stevens started Gary Stevens & Co. just under two years ago. He began in radio as an air personality with WFUN(AM) Miami in 1960 when he was 20. He went from Miami to St. Louis to Detroit before settling in at WMCA(AM) New York in 1964. In 1968 he left broadcasting to go to Switzerland as managing director of Interprogram Film Sales. He returned in 1970 and became general manger of KRIZ(AM) Phoenix, staying there until 1974. For the next three years Stevens was vice president and general manager of KDWB-AM-FM Minneapolis. In 1977 he joined group owner Doubleday Broadcasting as senior vice president, and a year later he was president.

In 1985 Stevens left Doubleday for Wertheim Schroeder & Co. and the brokering business. Virtually on his own there as a broker, Stevens handled approximately $600 million in sales in his first two years there. There has been no dropoff for Stevens since going out on his own. Sales since July 1988 include the $95 million deal for KJOI(FM) Los Angeles and KHOW(AM)-KSYY(FM) Denver and the $56 million sale of KIQQ(FM) Los Angeles. From July of last year through June of this year Stevens has about $253 million in sales that have closed or will close shortly.

Stevens looks to do six to eight deals a year that are no less than $8 million or $10 million and says his experience with Doubleday is one of the main reasons for his success. Stevens says he likes to sell radio stations only to radio people. He says he finds that big companies that can afford radio stations but are not in the broadcasting business tend to go away because "they cannot get comfortable with a business that has such a high intangible" value placed on station management. One reason Stevens prefers radio people is he feels a premium price is impossible to get from a non-broadcaster. "That extra million dollars," says Stevens, "is almost impossible to justify to somebody who does not understand the dynamics of the business... how you can take the same product and make more money in a short period of time."

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THE BUSINESS OF BROKERING/89

Radio-TV tally after 6 months: $1.28 billion

At the halfway point in 1989, there have been radio and TV station sales totaling $1.28 billion, up $233.9 million, or nearly 22%, over 1988's mid-year total of $1.05 billion. Among the five separate groups that BROADCASTING tracks in "For the Record" and "Changing Hands," standalone AM stations were the most active commodity (see chart, page 38). By the end of June last year, there had been 27 individual AM station sales. This year, the six-month tally was 78 separate sales. As might be expected, the dollar volume in this category more than tripled, climbing from 1988's $23.2 million to this year's $74.3 million.

Another category that witnessed extraordinary dollar volume increases was individual TV station sales: Here, 22 sales during the first half of 1989 pulled in $646.8 million. By June of last year, 13 sales had accounted for $187.9 million.

Part of the reason for these sizable increases was the hefty asking prices for key stations in each category, such as this year's $23 million sale of WUKQ(AM) New York. WKAQ-TV San Juan, P.R. accounted for nearly one-quarter of the six-month total, going for $160 million. WSMV(TV) Nashville, sold for $125 million—another contributing factor to the expanded dollar volume in TV sales.

For two of the remaining three sales groups, standalone FM's and AM-FM combos, dollar volumes were somewhat more in line. Forty-five FM sales in 1988 grew to 55 sales in 1989, but dropped from a total of $207.7 million in 1988 to $154.6 million this year. AM-FM combos grew from 54 sales to 58 in 1989 and went from $157.3 million to $246.4 million.

The last category, group sales, which are typically sales of three or more stations, but can also include the less-frequent sale of two AM's or FM's, dropped off to five transactions for this year from last year's eight. The dollar figure for group sales was down significantly, from $471.2 million to $159.2 million.

Cable's sales-to-date dwarf the six-month tally for radio and TV. So far, cable has posted about $5 billion; that works out to $833 million per month.

Most brokers anticipate continued growth in sales. For the most part, they say, prices are fair and will continue to grow in the top 30 markets. Glenn Serafin of Communications Equity Associates said the year started out slowly, but recently, lowered interest rates have led to increased trading.

Although the current prime rate of 10.5% is the same as it was in January, that does not mean that rates have been stable. In February the prime jumped a point to 11.5%. From March through May it remained at 11% but was still in a climbing mode. In May it again hit 11.5%.

According to Susan Ness, vice president, Communications Industries Group, American Security Bank, Washington, the rates climbed rapidly since April, 1988, when it was 8.5%. Even if rates don't go up, as was the case for March through May, according to Ness, people expect rates to rise, making everyone more cautious.

The 3% jump in less than a year comes after three years of rates around 7.5%, an all-time low. According to Ness, the low rates, combined with a healthy economy, produced double-digit growth, which in turn helped the seller, buyer and lender. Ness speculated that there may be a modest drop in interest rates, but nothing more substantial than half a point for the remainder of the year.

The higher interest rates, according to Cecil Richards, head of Cecil L. Richards Inc., hurt the lenders and, subsequently, the buyers. Higher rates hurt buyers because financing becomes harder to get. The seller is also hurt because there are fewer buyers who can pay the seller's price. The lender is hurt because higher rates mean more restrictive loans and more selective buyers.

Gary Stevens of Gary Stevens & Co. says today's station trading is divided between the top-25 stations and everything else. The top-25, according to Stevens, is a seller's market. Below the top-25, Stevens says, is a buyer's market because it's difficult to arrange deals at high multiples for smaller market stations unless they have a lot of cash flow. Stevens explains: "There is so little inventory avilable for purchase that has cash flow, that when those kinds of deals come up there is incredibly intense pressure from all these buyers to come in and do the deal." With regards to the smaller market buyers, Stevens explains that "the big company is not interested in the market and the small company can't afford it." Stevens says that this year should see a trading volume in the low $2 billions and constant action in the $5-mil-

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lion to $10-million range.

Dick Blackburn of Blackburn & Co. agrees with the two-tier marketplace. Prices in the second tier, says Blackburn, have softened. Blackburn thinks that for now, stations in the second tier will remain firm, but in order to catch up to the first tier, prices will go up again.

Although brokers are optimistic about station trading this year, they are not as optimistic about the plight of AM radio in general and standalone AM's in particular. Some brokers will not even try to sell a standalone AM. Opinions vary on what AM's main problems are, but most agree that technology and programing are the two factors that hurt AM the most. Gary Stevens describes AM as a "1920's" technology. "You have several generations now that have been raised on high-quality musical reproduction" and because of that, "AM radio really no longer serves the purpose that it set out to serve years ago," explains Stevens. Blackburn says that something dramatic will have to happen with AM to reverse the trend. Blackburn, too, feels that there are too many signals in an AM marketplace that cannot compete. And, adds Blackburn, when an AM does find good programing and starts to get listeners, an FM will come along, copy the successful format and take the AM's audience. However, people with FM's will buy AM's as insurance, says Stevens.

Broker Frank Kalil is a little more optimistic about AM. However, he too cites the technical differences between AM's in the same market as one of the causes of AM's problems. But Kalil says that "somebody will do something and AM will come back." Stan Raymond of Atlanta-based Stan Raymond & Associates also says that AM is "far from dead." Creative programing, according to Raymond, is what AM needs. Raymond cites the Financial News Network and business news as good programing for AM's. "If you have your niche," says Raymond, "you will do well." Ethnic programing, says Stevens, can also be successful on AM if there is a market for it. **—JF, ATS**

Bankers/brokers: the other side of the business

Many investment banks are getting into broadcast and cable brokering as credit, interest rates improve

Investment bankers who work in media brokerage are optimistic that cheaper financing and a lower capital gains rate will lead into a busy fall season of station and cable trading.

The bullish outlook on communications trading and financing is causing several bankers to add personnel to their communications and media groups. The media mergers and acquisitions (M&A) business is going to be "terrific," said Michael Connelly, a director at First Boston Corp. "We would not be adding additional people to our group if we didn't think there would be a strong second half and beyond."

The positive outlook for the rest of the year comes from a number of areas. One boost to cable in particular, the busiest of the Fifth Estate sectors, is the industry's improving image in the credit marketplace. In one indication of higher regard for cable debt, Standard and Poor's said several weeks ago that it was investigating raising the debt ratings of six major cable operators. "Cable television, relative to other rated industries, is now viewed as having a better-than-average industry risk," according to S&P. "The listings reflect S&P's increased confidence in cable television's business fundamentals and growth prospects, despite the spectre of legal and competitive challenges facing the industry."

General interest rate trends will also spur deals, investment bankers said. After an apparent peak earlier this year, the prime rate seems on its way down. Last week, most major banks cut the prime to 10.5%. In another credit arena, seven-year Treasury bonds were trading last week at yields of 7.53%, down from 7.9% about a week earlier and 9.25% about three months ago. Assuming that a cable company can get a fixed-rate insurance company loan at a rate calculated from Treasury yields, the drop in Treasury yields makes "a huge difference in terms of a company's ability and interest in going out and doing something," according to Edward F. Dugan, managing director of PaineWebber Inc.

Long-term interest rates are also a function of appetite in the the junk market, said Lazard Freres & Co. general partner Steven

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Rattner. Spreads between current-pay bonds and zero-coupon, or deferred-pay bonds, have widened, he said. While it is "as easy as it's ever been" for major cable operators to obtain subordinated debt financing, he said, "It's more difficult for a small, private broadcaster to get $40 million in zeros. That would be very difficult today." Connelly agreed: "The market has shown trouble digesting zeros."

Some investment bankers are also looking for possible reduction of the capital gains tax rate, last week being discussed in Congress, to have an effect on brokerage activity. "It's at a point where some decision is going to be made on it in the next couple of weeks," he said, adding: "We've encouraged some people to seriously think about selling assets if the gains is lowered."

The communications group revenues that bankers attribute to brokerage, rather than financing, vary by bank. Charles Cory, head of Morgan Stanley's communications group, attributed 60% of the group's recent revenues to sales; Dugan said that PaineWebber's media group earned half of this year's revenues from mergers and acquisitions and merchant banking transactions. Nancy Peretsman, head of Salomon Brothers' media group, estimated that less than 10% of the group's revenues comes from straightforward brokerage. Much of what Salomon does is a "sort of brokerage," Peretsman said—not an outright sale, but a refinancing that enables owners to take some money out of their property often by selling minority equity shares. The balance of business between brokerage and financing goes in cycles, said one industry participant. "We're at the mercy of market conditions," said Paul Taubman of Morgan Stanley.

The outlook for television station brokerage, the slowest part of Fifth Estate M&A business, has an uncertain future. Peretsman said that improving financial results at TV stations would soon make more "justifiable" the prices sellers sought for their stations. Connelly said that an increasing discernment among lenders for broadcasting deals would not necessarily lead to fewer broadcasting deals in the future, but to deals both financed and priced less aggressively.

PaineWebber's Edward Dugan

The outlook is mixed on the fate of bankers working with brokers to sell properties. No clear pattern emerges among bankers as to when working with brokers to sell a property is useful or whether the number of banker/broker sales will increase or decrease. Brokers being involved with bankers is "largely the whim of the client," Rattner said.

Cory of Morgan Stanley, which has worked with Daniels & Associates on two deals this year—including the sale of Centel Television Co. and Telecable (later withdrawn from the market)—said it was preferable for advisers to work alone, although he respected the personnel at Daniels. "Any adviser prefers an exclusive arrangement with a client. It simplifies...the lines of communication," he said. Cory said lower fees weren't the issue, and that his group didn't necessarily get them from the marketplace. If companies want two advisers, they ought to expect to pay for two, he said.

Cory said that Daniels was brought into the Telecable transaction because as the sale process progressed, American Television & Communications and Warner Communications were seen as possible buyers, but Morgan Stanley was advising Paramount on its hostile takeover bid for Time. "Telecable wanted to make sure they could have an adviser who would speak to ATC and Warner without an emotional charge in the air," Cory said.

Some brokers also have second thoughts about using an auction to sell properties, partially because of the mixed results these have had in the marketplace. Following auctions run by investment banks, Midwest Communications (including WCCO-TV Minneapolis), Telecable and Jack Kent Cooke's cable properties were pulled off the market. (Cooke's properties were later sold to a consortium that bid for the whole property, rather than the separate pieces that were up for sale.) For an auction to succeed, according to Rattner, the business for sale must be easily understandable in terms of valuation, must have a good operating record, and should be likely to appeal to a large number of buyers. In recent auctions, Rattner said, "The third principle is particularly violated."

According to Dick Blackburn, president of Blackburn & Co., the auction process leaves station people "dangling in the wind" in the hopes that it will produce top dollars. Broker Howard Stark, who only handles large TV deals, also dislikes the auction process because it destroys confidentiality. Stark also questions whether the highest bidder does always get the station. Usually, Wall Street investors like Morgan Stanley, says broker Gary Stevens, enter into a deal if it is over $50 million. Anything under that, says Stevens, costs Wall Street too much because of overhead. Blackburn feels many buyers have been turned off by the auction process.

As for prices, on the one hand, bankers say some properties are so large that the universe of buyers shrinks dramatically. On the other hand, for an auction to succeed, said Douglas Dunnan of Salomon, the property should be large enough so that neighboring buyers do not have a particular advantage. Further complicating matters in the WCCO-TV and Telecable sales was that sellers were selling stock in their property and not assets. The reaction of many potential buyers to hearing about stock deals is "I'm not interested," according to Dugan.

Connelly of First Boston, which sold the *New York Times* cable properties, said the auction process has worked "in extremely hot markets," but that many people feel "abused" in the auction process. He said that in cable, there are fewer first-time buyers looking at big auction deals. The buyers in these situations are better known to people in the sales process, and they are not willing to accept information on the basis of books sent out by investment houses.

Meanwhile, Cory defended the auction process as "a very powerful way to extract the highest economic values from the marketplace." After sellers have determined on what basis they are selling property, such as whether a sale is for assets or for stock, "the marketplace is smart enough and efficient enough...[to] make a valuation on that set of facts," Cory said. **—GM**

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The cable connection: Sales remain strong

Cable brokers see solid finish to year that has already seen close toi $5 billion in sales

Cable system trading activity, already approaching $5 billion in 1989, is expected to stay strong through the rest of the year, according to brokers interviewed by BROADCASTING. The same factors that made 1988 such a strong year continue to fuel sales this year, brokers report.

Phil Hogue, president of Daniels & Associates, said: "If you look at the top 100 [MSO's], you can speculate on a number that might be lured into the market because of the high prices being paid." Added Andy Armstrong, senior vice president at Waller Capital: "A lot of people are sitting on the fence. You're going to see a lot more deals" in the fourth quarter.

Part of that, said Armstrong, is the belief that "we may see personal tax rates going up," adding pressure for deals to close by year's end. Armstrong believes the primary activity will be from small and mid-sized companies spinning off systems that don't fit their business plans, or getting completely out of the business.

Hogue said Daniels has already closed 29 cable deals, has arranged financing for seven more, and has another 61 system deals and 14 financing transactions in the pipeline. Led by its participation in the Cooke and Centel deals, the company stands to have a $4 billion year (roughly $1 billion in financing with Salomon Brothers and $3 billion in system sales), which would have been higher had TeleCable decided to go through with its sale. Part of that growth, Hogue said, is related to Daniels's regionalization of its offices, which is bringing in a wide range of deals from all points across the U.S. "In terms of volume it's going to be a record-breaker," said Hogue.

"All of the conditions that make for strong cable prices continue to exist," said Hogue. "Lenders are aggressively trying to build portfolios, and the number of buyers continues to be strong."

Hogue said "prices are holding steady" and "remain strong for quality systems," although some buyers "are somewhat more discerning." Waller's Armstrong agreed. "We haven't seen the upward momentum we saw last year," said Armstrong, yet prices remain in the same ballpark "and that's a real positive, in the face of tougher issues that could cloud the financial market's impression of what's going on in the cable industry with reregulation or telcos," he added.

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Don Russell, president of Communications Equity Associates Inc., sees the market as strong, "particularly for good systems," those with "good real estate growth, reasonably modern plant, good revenue per subscriber and anticipation of improvement in all of those areas." As an example, Russell said CEA is working on a

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Some in the cable industry believe the telco threat has been blunted, for now. Russell sees it "as much less of an issue right now," adding that "people are making sure they have the proper amount of capital expenditures in their budget" to keep their plant modern. Still, said Armstrong, "There are still some financial institutions that are taking a wait-and-see attitude." They "want to see where some of these [congressional] bills are headed," said Armstrong. To the outside world, he said, "rates are the most prominent issue." And analysts "are very sensitive to it."

That concern is causing operators to be more wary of certain deals, said Armstrong. "The operators are getting smarter now and really figuring out how to show better numbers other than just a basic rate increase" to pay for systems, he said. "Operators are sensitive to deals that are a one-way play, which is rates only."

The go-slow approach on rate increases, said Hogue, puts the focus "on better operator performance and the generation of other sources of revenue." He added that "the financial players are also being more careful in assessing the credibility of projections and the sources of increased revenue." But, he said, "the enthusiasm of the financial markets for cable hasn't diminished at all."

CEA's Russell said the gap between system prices is probably "widening a bit. The marketplace for a while had not really recognized the differences that exist between properties," he said.

For a broker, that increased scrutiny can make the mature market system with high penetration and little growth prospects "a tougher deal to sell than a year ago," Armstrong said. "A lot of people are backing away from them." Russell added that the financial players "find it a little more difficult to raise money now," particularly since debt service can't be paid back by basic rate increases alone.

There has also been a lowering of expectations on the equity side, Armstrong said. "We're seeing the equity side willing to accept generally a lower [percentage] rate of return," he said, in the low to mid-20's, versus mid-20's to low 30's a year or so ago.

The decision by TeleCable to take its systems off the block, Hogue feels, "is not going to have much of an impact on anybody else's decision-making." Daniels and Morgan Stanley were brokering the TeleCable properties, and Hogue said Daniels was "disappointed" with the no-sale decision because "it was the best collection of properties we've seen." At the same time, he does not disagree with the principal reasons for TeleCable's decision—that reregulation would automatically hurt the asset values of cable systems and that mid-size companies cannot survive in the cable business. "Properties like theirs have a growth expectation of 5% to 6% annually," Hogue said. Additionally, tax complications in the deal would have negatively affected the net gain for TeleCable.

For the moment, the degree of telco interest in cable awaits a ruling by Judge Harold Greene on Pactel's waiver request to buy the Group W system in Chicago, a deal in which Daniels represented the BOC. Pactel, which has been the most aggressive pursuer, is "going to stand pat until that's decided," said Hogue.

Some states with active regulatory bodies are causing problems for the cable industry, which is affecting system sales. "People are very wary of doing deals in those states," said Armstrong, who cited New York, Connecticut, Vermont and Minnesota. New York's state cable commission effectively nixed the sale of First Carolina systems to Cencom (brokered by Waller), expressing concern on the effect on rates of yet another sale of that system. And Jones Intercable withdrew an offer for a neighboring Acton system in Maryland. The two companies were engaged in some overbuilding, which drew some questions from the FTC. The delays caused by that action served to nix that deal also.

Several cable deals in 1989 utilized the minority tax certificate, and Armstrong said use of that vehicle "is much more prevalent today than it was a year ago." He said that "more people have it as a tool to go into a bidding situation," although "in a couple of deals it was almost a requirement." In some cases, he said, "it becomes just another sweetener."

Likewise, there has been an increase in cable companies banding together to buy properties, as in the Cooke and Telecable cases. Their popularity stems from the participants' belief that "they can control more of the terms and conditions" as a group, said Armstrong. It also allows large companies, like TCI, to continue to grow without taking a high profile. Still, said Armstrong, "they are real tough to put together."

Russell said as long as the tax laws stay

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the same, consortiums will come together to buy systems. "The necessity is caused by the inability of the sellers to sell assets, mostly, and [thus] the need to sell stock," he said. Tax complications force buyers to keep properties together, even though they may individually be interested in only those systems closest to their own.

Both Russell, who did the Times Mirror-Cablevision Systems swap, and Armstrong believe there will be more swapping of systems. But, said Russell, "they are extremely difficult and time-consuming to do." Added Armstrong: "The problem is everybody thinks their property is better than the next guys. Parties have to keep a big picture outlook on it" and not get mired in details like "my converters are worth $10 more apiece more than yours." Armstrong continued, "We've been down the path on swaps and they get into the minutiae and it dies."

The FTC is also emerging as another possible impediment to swaps. "Part of it is going to depend on how active the FTC gets," said Russell, an agency that "seems to be more active since President Bush took over."

Russell gave an indication of the answer to the perennial question: How high is up? CEA was involved in Prime Cable's buy of the Anchorage cable system for upwards of $4,000 per subscriber. Five years ago, the system brought around $2,000, an unheard of price at the time. The recent deal was based on a similar cash-flow projection. "I see it as a foreshadowing of what the rest of the country is going to be like in another five years," said Russell, of Prime's $143 million, 37,000-subscriber purchase. —MS

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The book on brokers

Following is an alphabetical list of brokerage firms showing each company's address, phone number, personnel, branch offices and services offered.

American Radio Brokers Inc./SFO. 1255 Post St., Suite 625, San Francisco 94109 (415) 441-3377 Chester P. Coleman, pres., Donald Dong, broker, Kathleen O'Donnell, off mgr, Richard Haskey, tech consultant, Warren Earl, management & promotional consultant. Full service brokerage of Pacific and western states radio & TV stns, management consultants, bankruptcy proceedings & valuations.

Americom Radio Brokers Inc. 1130 Connecticut Ave. N.W. #506, Washington 20036 (202) 737-9000 Thomas P Gammon, chmn; Daniel T Gammon, pres; William J. Steding, 1st VP; David C. Burrill, brokerage specialist; Timothy R. Gammon, brokerage specialist; Mark D. Cunningham, financial analyst. Radio station mktg and financing, specializing in $3 million-$100 million properties. Confidential mktg, negotiated bids.

Henry Ansbacher Inc. 277 Park Ave., 47th floor, New York 10172 (212) 688-5544 Hylton M. Philipson, pres; Matt A. Prima, J. McCluskey, managing dirs; L. Mark Stone, exec VP. London SW1Y 6EE, 103-105 Jermyn St. (01) 930-1010 Ausbacher Media Ltd. Mergers, acquisitions, divestitures and valuations for radio, TV, cable and other media industries.

Avpro Inc. Box 176, Kennebunk, Me. 04043 (207) 985-3511 Lewis M. Marcy, pres; James M. Marcy, VP. Media brokerage nationwide: TV, radio, newspapers, cable.

Baugh & Associates. 7605 Vista Cedro, N.E., Albuquerque, N.M. 87109 (505) 821-0169 Ken Baugh, pres; Walt Rubens, assoc. Fair Acres, N.M. 88033; Box 205 (505) 526-5349 Walter Rubens, assoc.

Beckerman Associates. Inc. 14001 Miramar Ave., Madeira Beach, Fla. 33708 (813) 391-2824 Milton B. Beckerman, co-owner. Phoenixville, Pa. 19460, Box 714 (215) 935-1758 Jay Beckerman, Assoc. Media brokerage, appraisals for broadcast and print. Consulting, concerning media sales and acquisitions.

Biernacki Brokerage. The Graybar Bldg., 429 Lexington Ave., New York 10170 (212) 687-2465 Radio brokerage.

Bill-David Associates Inc. 2508 Fair Mount St., Colorado Springs 80909 (719) 636-1584 Bill Martin, broker. Radio and TV station brokerage, appraisals, management consultants.

Blackburn & Co. Inc. 1100 Connecticut Ave., N.W., Suite 420, Washington 20036 (202) 331-9270 James W. Blackburn Jr., pres; Jack V. Harvey, Joseph M. Sitrick, Richard F. Blackburn, Tony Rizzo, Charles H. Kurtz, Alan Tindal, Susan Byers. Atlanta 30361, 400 Colony Sq., 1201 Peachtree St., Suite 1006 (404) 892-4655 Jay C. Bowles, George I. Otwell. Chicago 60601, 333 N. Michigan Ave., Suite 2315 (312) 346-6460 Howard J. Stasen, Steven Pruett, Wendell W. Doss. Beverly Hills, Calif. 90212, 9465 Wilshire Blvd., Suite 518 (213) 274-8151 Roy A. Rowan, Neil Rockoff, Greg Johnson.

Blairco Inc. Box 42513, Washington 20015 (202) 364-1019 Randall H. Blair, pres. Consulting to buyers and sellers of radio and TV properties.

Boudreau & Associates. 1025 Harker Ave., Palo Alto, Calif. 94301 (415) 326-5151 James Boudreau, CEO; James R. Corcoran, senior partner; Susan Legare, partner and research dir. San Francisco 94110, Bryant Sq., 2121 Bryant St. (415) 326-5151.

Frank Boyle & Co. 55 Old Field Point Rd., Greenwich, Conn. 06830 (203) 869-4433 Frank Boyle, pres; Jim Boyle, VP/mgr, cable div; Michele Gault, VP, cable div; Mary Downey, VP, operations; Michael Boyle, VP, financial information services. Media brokerage, specializing in radio and cable.

Bill Brazzil Associates Inc. 13520 S.W. 61st Court, Miami 33156 (305) 662-7501 Bill Brazzil, pres. Radio, TV brokerage, consulting, appraisals.

Robert W. Breckner. 1014 N. Bundy Dr., Los Angeles 90049 (213) 472-2132.

The Broadcast Consulting Group. 5780 Lincoln Dr., Suite 113, Minneapolis 55436 (612) 933-7100 Henry W. Dornseif, pres; Gene Anderson, Hugh Del Regno, Andrew J. Murtha, Robert Steinberg, VP's. Consortium of 15 associated management and financial specialists and generalists countrywide. Acquisition/property sales privately negotiated in client network.

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Broadcast Properties West Inc. 13333 N.E. Bel-Red Rd., Ste 213, Bellevue, Wash. 98005 (206) 641-7063 William L. Simpson, pres. Radio and TV station brokerage, appraisals.

Broadcasting Unlimited/Brokers. 30 Riverfront Dr., Manchester, N.H. 03102 (603) 669-7900 Bruce Lyons, pres; Robin C. Davis, VP.

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The Camfield Company. Box 9797, Fort Worth 76107 (817) 877-5969. William J. Camfield, pres; Ken Mindell, CPA, VP.

Capstone Communications Inc. Box 778, Saddle River, N.J. 07458 (201) 934-5990. Fax: (201) 934-0192. Josh Mayberry, Carol Mayberry.

Carpenter & Associates. Box 21835, Little Rock, Ark. 72221 (501) 223-9740. Jack A. Carpenter, pres; Dianne Carpenter, sec/treas. Broadcast consultant: radio, television, cable sales and appraisals.

Robert A. Chaisson Inc. 39 Locust Ave., New Canaan, Conn. 06840 (203) 966-6333. Robert A. Chaisson, pres. Brokerage of radio and TV sales and acquisitions.

S.R. Chanen & Co. Inc. 2320 United Bank Tower, 3300 N. Central Ave., Phoenix 85012 (602) 234-1411. Steven R. Chanen, CEO; Joseph A. Romano, chief financial officer; Donald E. New, dir of aquisitions. Investment banking, brokerage and financial advisory services for the communications and entertainment industry.

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Continues on page 83.

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cials. Segments will range from 15 seconds to several minutes, and will focus on the major events of the day as well as singling out one story for a more in-depth examination. One such story being worked on, said Amos, is the idea that students can change the world, looked at in light of recent events in China.

The final segment of each show will deal with the subjects of business, government, sociology, geography and science, in an attempt to "take classroom subjects and look at them in the real world environment," Amos said. Planned segment subjects include life in Cairo and the Voyager mission.

Newsroom will also be available on an international feed, Amos said, and discussions are being held to add closed captions for the benefit of foreign students in the U.S. "TV has not played a very active role in the classroom," Amos said, "but coping in today's world necessitates understanding it."

Amos said he had no figures on how many schools would be wired at launch. **-RG.**

Westin making moves at King World

Now in charge of reality shows, former ABC News VP is redoing 'Inside Edition,' developing new program, '30 Minutes'

Look for major changes in King World Productions' seven-month-old tabloid program *Inside Edition*, now that former ABC News Vice President Av Westin is on board as senior vice president in charge of reality programing at KWP. In addition to overhauling *Inside Edition*, Westin will develop a companion program for the 1990-91 syndication season, which has the working title, *30 Minutes*.

In an interview last week with BROADCASTING, Westin said among the changes in store at *Inside Edition* will be to set up a new investigative unit designed to "dig up stories that affect people." Westin said he will guide the program "away from the kind of prurient, salacious dominance that seems to be the hallmark of so-called 'trash television.'"

The program will retain its tabloid outlook, however. "Tabloid is another way of saying, highly popular, fast-paced, full of emotion. All of that is fine, that is what television is all about," said Westin.

The program has struggled in the ratings, and the show has been downgraded from good time periods by key stations, including WNBC-TV New York, which now airs the show at 2 a.m. and has not renewed it for fall. But during the May sweeps, the program did grow, by an average two share points, and climbed from 13th to 10th place among all syndicated programs between Feburary and May.

Westin said he had three different concepts for the companion first-run strip, *30 Minutes*, which he will present to his bosses in the next few weeks. But in general terms, he said, the program will be similar to *20/20*, the ABC News prime time magazine on which he was executive producer for nine years. "I think there will be some parallels," he said. "After piloting a program like that for nine years, and doing just about every kind of show, you get a great sense of what works."

Westin, a 20-year ABC News veteran, who before that was with CBS News almost as long, has signed a three-year contract with King World Productions. In May, his contract with ABC News expired, and the veteran news producer said at that time he would leave the network to form his own production company. King World, however, was among several companies, including Disney and Warner Bros., that approached Westin with job offers or production opportunities.

A number of observers felt Westin's departure from ABC News was a foregone conclusion, in light of his falling-out with ABC News President Roone Arledge two years ago and the subsequent downgrading of Westin's responsibilities. But last week, Arledge went out of his way to downplay that falling-out, and wished Westin the best.

In a statement phoned to reporters last week, Arledge said Westin has been "an important and creative contributor to what we have accomplished at ABC News.... Many have chosen to focus on the differences that Av and I have had. That is unfortunate. Those differences were put behind us long ago. We wish him the very best and hope to have an opportunity to work with him again in the future." **-SM**

NBC takes week 45 with 10.8/21; CBS takes news

Nielsen		Net	
1	17.5/32	N	Cheers
2	17.4/30	A	Roseanne
3	16.2/33	N	Cosby Show
4	16.0/30	N	Different World
5	15.8/28	N	Dear John
6	15.4/33	C	60 Minutes
7	15.4/32	N	Golden Girls
8	14.6/28	C	Murder, She Wrote
9	14.5/26	A	Wonder Years
10	14.3/29	N	13 East Preview
11	14.1/24	C	Designing Women
12	13.9/27	A	Who's the Boss?
13	13.6/26	N	L.A. Law
14	13.5/24	N	Night Court
15	12.9/24	N	Matlock
16	12.8/23	C	Newhart
17	12.7/21	A	Coach
18	12.5/25	A	Growing Pains
19	12.2/22	C	Murphy Brown
20	11.9/21	N	NBC Monday Movie
21	11.9/23	N	Unsolved Mysteries
22	11.8/22	A	Just the Ten of Us
23	11.8/24	A	Mr. Belvedere
24	11.8/20	N	In the Heat of the Night
25	11.6/25	N	Hunter
26	11.6/21	N	Midnight Caller
27	11.4/25	A	Full House
28	11.4/23	A	20/20
29	11.2/20	F	Married... With Children
30	11.0/21	C	Doctor, Doctor
31	10.8/22	N	ALF
32	10.7/20	N	Hogan Family
33	10.6/19	C	Miss Teen USA
34	10.5/19	A	ABC Sunday Movie
35	10.5/21	F	America's Most Wanted
36	10.2/23	N	Amen
37	10.1/18	N	Knight and Daye
38	10.0/18	N	NBC Sunday Movie
39	9.8/22	A	Perfect Strangers
40	9.8/18	F	Totally Hidden Video
41	9.6/19	A	Somerset Gardens
42	9.5/18	A	MacGyver
43	9.5/18	C	Jake and the Fatman
44	9.2/17	C	CBS Sunday Movie
45	8.7/19	C	West 57th
46	8.6/16	C	Heartland
47	8.5/17	C	48 Hours
48	8.4/17	C	Kate and Allie
49	8.4/19	N	My Two Dads
50	8.3/16	A	China Beach
51	8.1/16	C	Equalizer
52	8.0/14	A	thirtysomething
53	7.9/14	A	ABC Monday Movie
54	7.9/15	C	Wiseguy
55	7.8/15	N	Miami Vice
56	7.7/15	N	Family Ties
57	7.4/16	A	ABC Saturday Movie
58	7.2/13	A	Robert Guillaume Show
59	7.1/13	A	Hooperman
60	7.1/16	N	Highway to Heaven
61	6.9/13	C	Cavanaughs
62	6.8/14	N	NBC Friday Movie
63	6.5/12	F	Tracey Ullman Show
64	6.2/11	C	Coming of Age
65	6.1/13	C	CBS Friday Movie
66	6.0/13	A	Man Called Hawk, special
67	5.9/13	C	Paradise
68	5.8/11	A	ABC Thursday Night Baseball
69	5.8/12	F	21 Jump Street
70	5.7/12	C	Tour of Duty
71	4.9/11	F	Cops
72	4.6/10	N	Jim Henson Hour
73	4.5/9	A	Mick and Frankie
74	4.5/9	F	Garry Shandling 25th Anniversary
75	4.3/9	A	Trans-Antartica Expedition
76	4.2/8	C	CBS Summer Playhouse
77	3.2/7	F	Reporters
78	2.3/5	F	Beyond Tomorrow

Syndication * Scorecard

(Week ending July 23)

Rtg.			Stns.	Covg.
1	12.0	Wheel of Fortune, synd	227	99
2	11.0	Jeopardy!	241	99
3	9.4	Star Trek	231	97
4	8.6	Cosby Show	198	98
5	8.5	Oprah Winfrey Show	212	99
6	8.3	Wheel of Fortune, wknd	212	93
7	6.7	Current Affair	148	91
8	6.4	Entertainment Tonight	170	94
9	6.0	Donahue	228	99
10	6.0	Geraldo	202	99
11	5.7	Star Search	148	95
12	5.5	Mama's Family, synd	188	92
13	5.5	People's Court	187	93
14	5.1	Final Report, special	121	88
15	4.9	Orion Galaxy Network	132	89

The following programs are included, but not ranked:

	9.8	World Wrestling Fed	250	96

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B R O K E R S

Continued from page 62

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For the Record

As compiled by BROADCASTING from July 27 through Aug. 2 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. Freq—frequency. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m—meters. mhz—megahertz. mi.—miles. MP—modification permit. mod.—modification. N—night. pet. for recon.—petition for reconsideration. PSA—presunrise service authority. pwr.—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl.—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

- KFRE(AM)-KNAX-FM Fresno, CA (AM: BAL890719EA; 940 khz; 50 kw-U; FM: BALH890719EB; 97.9 mhz; 48 kw; ant. 290 ft.)—Seeks assignment of license from Fresno Radio Associates to EBE Communications Ltd. Assignment includes KNAX-FM Fresno, CA. Termination agreement provides that F/S Fresno, 50% joint venture in Fresno Radio Associates, will cancel its interest in joint venture in consideration of cash payment of $200, repayment of amounts owed to F/S Fresno by Fresno Radio Associates and cancellation of various agreements of parties. Simultaneous with consummation of F/S Fresno's withdrawal from Fresno Radio Associates, Fresno Radio Associates will assign licenses of KFRE(AM) AND KNAX(FM) Fresno, CA, and associated auxiliary licenses to EBE Communication LP. There is no written agreement setting forth terms of this assignment. It is essentially structure reorganization, analogous to merger, whereby assets and licenses of Fresno Radio Associates will be contributed to EBE Communications LP by Chester Radio Associates, LP, sole remaining venturer of Fresno Radio Associates following withdrawal of F/S Fresno Inc., in return for limited partnership interest in EBE LP equal to appraised fair market value of assets contributed after payment of liabilities, or $1,407,859. EBE Communications Ltd. ("EBE") is licensee of WZKG(AM)-WXTC-FM Charleston, SC, and proposed assignee of stations WQMX-AM-FM Winston Salem, NC. Commission granted consent to assignment of WMQX-AM-FM to Ralph C. Guild on June 9, 1989. Filed July 19.

- KHJJ(AM)-KKZZ-FM Lancaster, CA (AM: BAL890718ED; 1380 khz; 1 kw-D; FM: BALH890718EE; 106.3 mhz; 3 kw; ant. 210 ft.)—Seeks assignment of license from Valley Wide Broadcasting Inc. to Eric Chandler Ltd. Inc. for $3,000,000 ("In Brief," June 26). Seller is controlled by Laurence and Judith Rutter (husband and wife) and George Schrader, and they have interest in KDHI(AM)-KQYN(FM) Twentynine Palms and KNGT(FM) Jackson, all California. Buyer is owned by Robert Geddes and Thomas Miserendino. They are licensees of KCBA-AM-FM San Diego, CA. Filed July 18.

- KQLH(FM) San Bernardino, CA (BALH890718GW; 95.1 mhz; 50 kw; ant. 3,200 ft.)—Seeks assignment of license from Major Market Stations debtor in possession to Keymarket of California Inc. for $7,700,000. Seller is headed by William Roberts, who also heads KWRM(AM) Corona, CA. Buyer is owned by Kerby Confer. Confer also owns WTCB-FM Orangeburg, SC, WNNK(FM) Harrisburg, PA, WEZC-FM Hickory, NC, WYOM-AM-FM Memphis, TN, and WYOM(AM)-WKRZ-FM Wilkes Barre, PA. Filed July 18.

- KQIL(AM) Grand Junction, CO (AM: BAL890719EC; 1370 khz; 1 kw-U; FM: BALH890719ED; 93.1 mhz; 26.3 kw; ant. 1,027 ft.)—Seeks assignment of license from Mesa Broadcasting Co. to Airwaves Communications Inc. for $1,300,000 ("Changing Hands," July 24). Seller is owned by John Hough, who also owns KKAZ(FM) Cheyenne and KUUY(AM) Orchard Valley, both Wyoming. Buyer is owned by Marshall E. Harris, who owns 54% of Good Neighbor Broadcasting Inc., which is licensee of WAG(AM) Menominee, MI, and applicant for FM station at Peshtago, WI, on channel 241A, 96.1 mhz. Filed July 19.

- KURA(FM) Ouray, CO (BALH890719GZ; 104.9 mhz; 3 kw; ant. 848 ft.)—Seeks assignment of license from The 29th Broadcasting Co. to Timothy C. Cutforth and Virginia K. Cutforth for no financial consideration. Seller is headed by John and Debra Verstraete. Buyers have no other broadcast interests. Filed July 19.

- WZEP(AM) Defuniak Springs, FL (BAL890719EG; 1460 khz; 5KW-D)—Seeks assignment of license from Holmes Valley Broadcasting Systems to Wyatt V. Cox for $185,000. Seller is owned by Scott McAda, who has no other broadcast interests. Buyer has no other broadcast interests. Filed July 19.

- WELE(AM) Ormond Beach, FL (BAL890717EJ; 1380 khz; 5 kw-D, 2.5 watts-N)—Seeks assignment of license from Eugene T. McMahon, receiver to McMahon Broadcasting Inc. for $226,000. McMahon has no other broadcast interests. Filed July 17.

- WOWW Pensacola, FL (BALH890713GP; 107.3 mhz; 100 kw; ant. 469 ft.)—Seeks assignment of license from Colonial Broadcasting Co. Inc. to Sunmedia Inc. for $5,000,000 ("Changing Hands," July 17). Seller is headed by David Coppock, who also owns two FM's. Buyer is headed by Frank A. Woods and also owns WERC(AM)-WKXX-FM Birmingham AL; KESY-AM-FM Omaha, NE, KKSS-FM Santa Fe, NM, and KYKX-FM Longview, KEAN-AM-FM Abilene and KKQV-FM Wichita Falls, all Texas. Filed July 13.

- WTAU-TV Albany, GA (BAPCT890706KE; ch. 19; 5000 kw-V; ant. 1,135 ft.)—Seeks assignment of license from Albany Television Co. to RoPa Communications Inc. for $30,000. Seller is owned by Durie Colman and Bobby Vinson, who have no other broadcast interests. Buyer is owned by Ron Foster, who has no other broadcast interests. Filed July 6.

- New-FM, Fort Valley, GA (BAPH890718GM; 97.9 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Valmedia Inc. to S&M Broadcasters Inc. for $550,000. Seller is owned by Dollie D. Horton, who has no other broadcast interests. Buyer is headed by Lamar Studstill, Owen L. Studstill, Cole C. Studstill, Melenda M. Studstill and Kimberly B. Studstill. Owen and Melenda Studstill are husband and wife; Cole C. and Kimberly B. Studstill are husband and wife. Owen and Cole C. Studstill are sons of Lamar and Doris Studstill. They have following broadcast interests: Lacom Communications Inc., WXRS-AM-FM Swainsboro, GA; Southwestern Video Inc., WKXK-FM Pana, IL., and WLGC(AM) Menaota, IL. Filed July 18.

- WXKO(AM) Fort Valley, GA (BAL890718EF; 1150 khz; 1 kw-D)—Seeks assignment of license from Valmedia Inc. to S&M Broadcasters Inc. for $550,000. Seller is headed by Dollie D. Horton, who has no other broadcast interests. Buyer is owned by Lamar Studstill, who is also purchasing new FM from Valmedia in Fort Valley, GA (see above). Filed July 18.

- WWGS(AM)-WSGY(FM) Tifton, GA (AM: BAL890718GN; 1430 khz; 5 kw-D, 1 kw-N; FM: BALH890718GO; 100.3 mhz; 100 kw; ant. 1,100 ft.)—Seeks assignment of license from WWGS/WCUP Partnership to Taylor Broadcasting for $3,000,000 ("Changing Hands," July 17). Seller is headed by Michael Levine, who also owns KCHX-FM Midland, TX, and KWWL-FM Wichita, KS. Buyer is headed by Stephen J. Taylor, who also owns WTLZ(FM) Saginaw, MI. Filed July 18.

- KMGT(TV) Honolulu, HI (TEMP890717AA; ch. 26;

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The Fifth Estate

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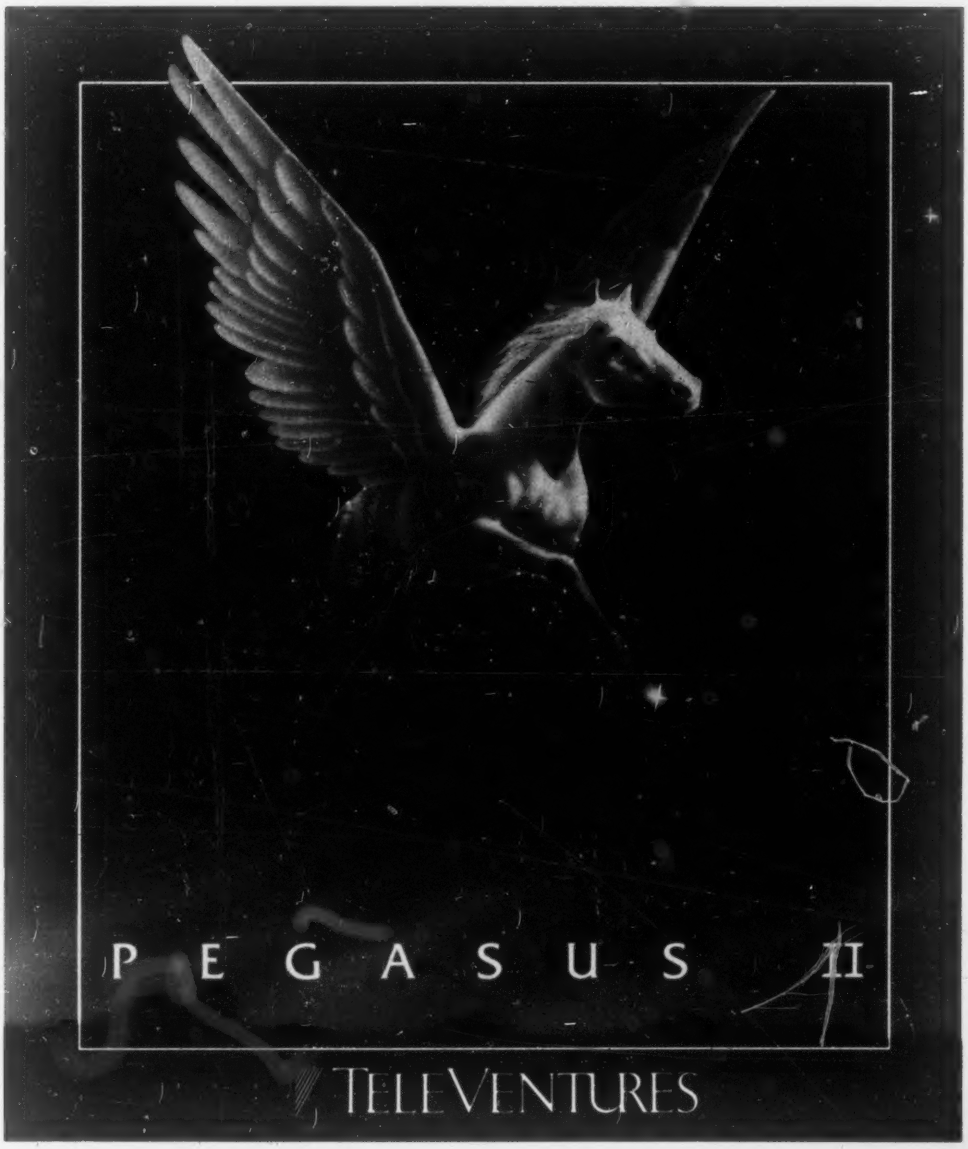
Broadcasting Aug 14



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TV STATION PROFITS

Football '89

Broadcasting ◪ Aug 14

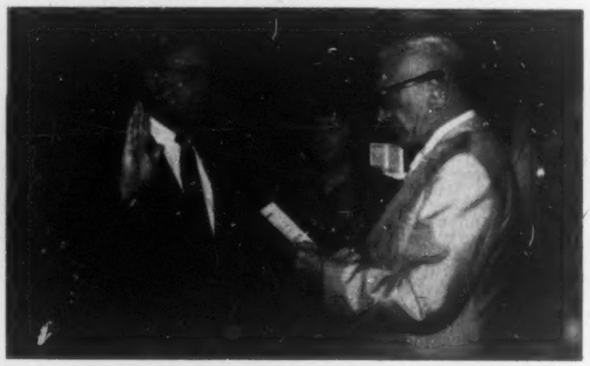
Vol. 117 No. 7

How healthy is TV station business?...

As TV operators plan their budgets for next year and beyond, there is debate over how profitable next decade will be. **PAGE 27.**

New style at FCC...

New FCC Chairman Alfred Sikes is sworn in, bringing with him belief in marketplace and in "special quality" of broadcasting. Pictured with Sikes (l) are his wife, Marty, and FCC Commissioner James Quello. **PAGE 29.**



Football '89: brand new ballgame...

BROADCASTING's special report on college and professional football examines cable's increasing role in bringing gridiron action to American viewers, changes in radio and television coverage and next year's competition for major sports rights. **PAGE 36.**

Joe Montana

31/ *FULL AGENDA*

Children's television, cable issues, TV violence and fairness doctrine are among Fifth Estate issues facing Congress when it returns from its August hiatus.

32/ *OUTLET SALE*

Outlet Communications agrees to sell all but two of its remaining broadcast properties to Chase Communications for $120 million.

51/ *MADE-FORS*

Made-for-cable movies are being increasingly used to provide specialized entertainment and attract stars to medium.

'Nightlife'

33/ *MISSING*

Plane carrying Congressman Mickey Leland (D-Tex.) disappears over Ethiopia.

48/ *IS IT SAFE?*

Sample of television critics reviewing new fall programs characterize new shows as "safe."

54/ *AM RADIO FIGHTS BACK*

This second part of BROADCASTING's series on AM radio looks at audience statistics, revenue shares and AM market values, and finds, among other things, tha dominant top-market AM's continue to hold their own.

57/ *RADAR REPORT*

ABC Radio's Paul Harvey is named most popular radio network personality in SRI's spring 1989 RADAR report.

57/ *HOPE FOR REFORM*

Following attention to Sonrise-Root affair, and given priorities of new FCC Chairman Alfred Sikes, critics of FCC's comparative hearing process are hoping for major reform.

65/ *MONITORING TELEVISION ADS*

Arbitron says it will implement computerized monitoring of television advertising in second quarter of 1990.

66/ *OVERSEAS MARKET*

Gary Bryson, president of cable division of US West telephone company, talks about company's overseas cable strategy.

87/ *CREDIBLE FORCE*

Nielsen Media Research's John Dimling has built reputation for objectivity and knowing his stuff in field of Fifth Estate research.

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limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery, it will be over objections of communications attorneys, National Association of Broadcasters and key members of Congress.

Compulsory License

FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programing services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC has tentative plans to hold en banc hearing on telco-cable issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable crossownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

■ FCC commissioners on Aug. 2 granted 11 pairs of channels to each of four new direct broadcast satellites (DBS) and approved use of that high-power spectrum for services other than direct-to-home TV. Acting on latest (fifth) round of applications, FCC adopted policy of allocating to each applicant and permittee channels at two orbital slots—one in east, from which services can reach all 50 states, and one in west, from which only western half of continental U.S. (half-conus) can be reached. DBS operators will be allowed to offer full or half-conus services and to use four western slots to offer regional TV or, alternatively, regional data, voice or other services. Action asked for comments on, in words of outgoing FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Complex compromise package of grants allotted 11 channels at each slot to Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. and Dominion Video Satellite and 27 channels at each to permittees Hughes Communications Inc. and Advanced Communications Corp., both of

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	**4,957**	**261**	**5,218**
Commercial FM	**4,210**	**753**	**4,963**
Educational FM	**1,396**	**252**	**1,650**
• Total Radio	[illegible]	[illegible]	[illegible]
FM translators	**1,769**	**318**	**2,087**
Commercial VHF TV	**547**	**23**	**570**
Commercial UHF TV	**527**	**213**	**740**
Educational VHF TV	**122**	**5**	**127**
Educational UHF TV	**218**	**26**	**244**
• Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	**300**	**205**	**505**
UHF LPTV	**324**	**1,508**	**1,832**
• Total LPTV	[illegible]	[illegible]	[illegible]
VHF translators	**2,722**	**121**	**2,843**
UHF translators	**2,133**	**443**	**2,576**

CABLE†

Total subscribers	**50,897,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**56.4%**
Pay cable penetration	**29.4%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Errata

Sale price of WLVK-FM Statesville, N.C. ("Changing Hands," Aug. 7) was incorrectly reported. Actual price was **$8 million**. Broker for sale was Blackburn & Co.

Application of assignment of **WTVZ-TV Norfolk, Va.,** from TVX Inc. to WTVZ Inc. **was granted,** not dismissed, as reported in "For the Record," Aug. 7.

Second feed of *First Business*, new morning business program from Biznet, was incorrectly reported in Aug. 7 issue. **Correct time is 6 a.m.**

Los Angeles station clearing MTM's off-network *Remington Steele* **is KABC-TV**, not KTLA(TV), as reported in Aug. 7 issue.

ence, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

Sept. 24-26—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

Sept. 25-29—*National Association of Broadcasters* training course for satellite uplink operators. Tyson's Corner Marriott, McLean, Va. Information: (202) 429-5350.

■ **Sept. 26**—"Journalism Ethics: Honoraria and Other Issues," conference for journalists sponsored by *Washington Journalism Center*. Washington. Information: (202) 337-3603.

Sept. 26—*National Academy of Cable Programing* fourth annual forum. Waldorf Astoria, New York. Information: (202) 775-3611.

Sept. 26-30—10th anniversary conference of *Midwest Radio Theater Workshop*. Columbia, Mo. Information: (314) 874-1139.

Sept. 27—*Walter Kaitz Foundation* annual awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

Sept. 27—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **Sept. 27**—*Women in Cable, New York chapter*, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

Sept. 28—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Niles, president, 1125 Productions, on HDTV. Copacabana, New York. Information: (212) 768-7050.

Sept. 28—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

Sept. 29—Deadline for entries for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University*. Information: Phyllis Madry, (614) 292-0185.

October

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 1-4—*Association of National Advertisers* annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hot Springs, Va. Information: (212) 697-5950.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

Oct. 5-7—"Hundred Plus Exchange," sponsored by *National Association of Broadcasters*. Knickerbocker hotel, Chicago. Information: (202) 429-5355.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Call for papers: John Battison, (419) 994-3849. Convention information: 1-800-225-8183.

Oct. 6-7—*International Television Association* region eight conference. Bartel Exhibition Hall, Kansas City, Mo. Information: (816) 932-2792.

■ **Oct. 11**—*Women in Cable, New York chapter*, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

■ **Oct. 11-12**—"Improving Our Schools: Can It Be Done?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

Oct. 11-14—*Southern Educational Communications Association* conference. Hyatt Regency Crown Center, Kansas City, Mo. Information: (803) 799-5517.

Oct. 11-15—*Women in Communications* national professional conference. Theme: "Creating Your Future." Hilton Plaza del Rio, San Antonio, Tex.

Oct. 12-15—*Minnesota Broadcasters Association* 40th anniversary convention. Radisson Plaza, Minneapolis. Information: Laura Niemi, (612) 926-8123.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 14-16—*Texas Association of Broadcasters* annual convention. San Antonio, Tex.

Oct. 15-18—*Women in Cable* national cable management conference. U.S. Grant hotel, San Diego. Information: Reenee Gill, (312) 661-1700.

Oct. 15-18—*American Children's Television Festival* for "everyone interested in an optimistic, practical approach to improving children's television." Ollie Awards for "excellence in television programing for America's children" will be presented during festival. Ambassador West, Chicago. Information: (312) 390-8700.

Oct. 16-18—*United States Telephone Association* 92nd annual convention. Hilton hotel at Union Square, San Francisco.

Oct. 17—*Association of National Advertisers* and *Direct Marketing Association* direct marketing workshop for advertisers. Waldorf Astoria, New York. Information: (212) 697-5950.

Oct. 17-18—*Broadcast Credit Association* 22nd credit and collection seminar. Scottsdale Hilton, Scottsdale, Ariz. Information: Mark Matz, (312) 827-9330.

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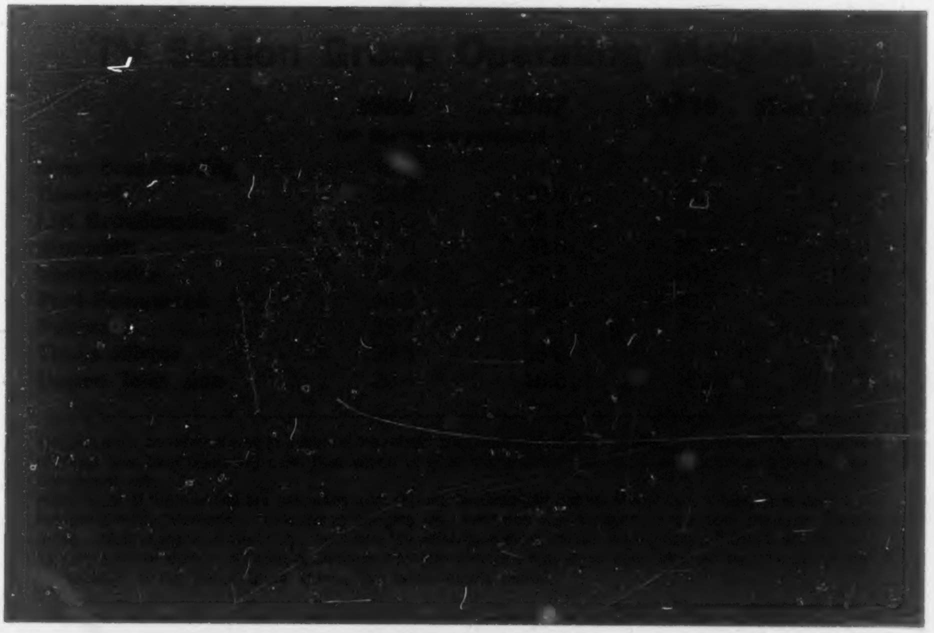
TOP OF THE WEEK



Operators contemplate life on the margins

Tentative predictions by TV executives and analysts reveal disagreement over outlook for station profitability

Television operators are starting the budgeting process for the beginning of the 1990's, and they hope the next decade will be as profitable as the last one. But in the past few years, there has been reason for concern as margins have slipped for many group owners and probably, on average, for the industry as a whole.

Financial and other station group executives, securities analysts and other observers are, in general, tentative about their predictions for margins for the coming year and beyond. Some think that more reasonably priced programing contracts signed earlier are finally due to show up in station operating results, while others see the development of cable and other competitors keeping pressure on those same costs. There continues to be disagreement about revenue growth: Optimists say it can be improved through local and regional sales efforts; pessimists predict moderate growth. There is also the question of how much more cost-cutting can take place given the prior efforts of operators.

Most people say programing has played the biggest role in the decline of station operating margins over the past few years. Industry observers trace high programing costs to the early 1980's when excessively rosy predictions about station revenue affected programing purchases far into the future. Product on the air today was bought by stations in 1983-85. Said Janeen Bjork, Seltel's vice president/director of programing: "That's why stations are saying they're still clobbered by programing costs."

Bjork said that when stations bought *Magnum, P.I.* in 1984, they not only had to predict the rate of revenue growth over the life of the show, but also how the market would behave in the two and a half years before the show they were contracting for went on the air. *The Muppet Show*, she said, began airing in 1982, though it was not till this November that "they finally got it off their books....A lot of people lost their jobs on this sucker."

It is well known that the entry of new independent television stations in the early and mid-1980's also contributed to the bidding up of programing prices. Rise of programing costs has particularly hit independents. In its annual survey of stations' financial results, the National Association of Broadcasters found that from 1984 to 1987, program and production expenses rose from 39% to 55% of net revenues. Over the same time period, programing expenses of affiliates, as a percentage of revenues, went from 16% to 17%.

Lately, some have been encouraged by what they see as a glut of product. Dick Kurlander, vice president and director of programing for Petry Television, said, "The law of supply and demand is working to favorably position the stations in every area." In children's television, Kurlander said that with Warner, Fox and Disney producing product, "you'll have more product in access than I can ever remember and that's driving prices down." He also said the level of program development suggests the programing oversupply is not temporary.

The question for many operators is whether "more favorable" is good enough. For affiliates, the current moderation of programing prices is also due in part to the aging of certain product, such as the King World game shows, which have yet to be replaced by hits of a similar stature.

Pressures remain to spend high for a hit. Beyond the top 50 markets, said Bjork, "there are markets where being number one may be the difference between being bought nationally [by advertisers] and not being bought."

By taking on certain affiliate characteristics, via the Fox network and first-run barter shows, independents have been able to control programing costs to some extent. According to F. Gray Kiger, vice president and treasurer of TVX Broadcast Group, that company's film costs—at one time 60% of net revenues—are now 40% of net revenues and will be around 35% next year, if all goes well. Aside from the hours now programed on TVX stations by Fox, the Virginia Beach, Va.-based group owner has sharply reduced its purchases of movies and other product by airing religious programs, court shows and home shopping and using product already on the shelf.

The lag between program contract signings and program airing means that many profit and loss statements do not yet reflect the news about prices coming down. Those who see a noticeable change in programing costs do not expect the change to reach financial statements until over a year from now.

And the declines in the "programing expense" line of financial statements do not necessarily reflect what stations still have to pay. Financial results for Post-Newsweek, Tribune, TVX and many other station groups will look better in coming years because of recent programing write-downs—where programing expenses (which is the amortizing of programing assets) decline more quickly because the station group decides to write down the value of some of those program assets after realizing they would not generate expected advertising revenue.

Looking at programing obligations on a cash/basis provides a slightly different perspective, although it, too, can be deceptive due to upfront payments and other special considerations. On the low side, "film contracts payable" (actual payments due syndicators during the 12 months after the most recent fiscal year-end) were up only 4% for SCI Television and were down 1% for Belo, up 5% for United Television, and up 1% for Meredith. But for Multimedia, they were up 15.2%, for Park Communications, up 11%; for Scripps Howard, up 29%, and for LIN, up 16%.

Some think that in programing, local cable operators may be the destabilizing element that independent stations recently were. Fred Walker, president of Broad Street, which has purchased, subject to FCC approval, KWQC-TV Davenport, Iowa, said: "If the trend continues that cable buys up off-network product, we need to worry about buying or creating original product that is more cost efficient."

Regarding news costs, which for affiliates are of relatively the same magnitude as programing, there is some disagreement. At least a decade ago, there was much talk about escalating anchor salaries. And news budgets increased for other reasons, including expensive new technology such as ENG cameras and satellite uplink trucks. The new equipment probably created more jobs than it eliminated since it primarily enabled station news divisions to do more, rather than do the same, with less.

There are some now who think the current technology is beginning to save costs. Sophisticated ENG cameras in smaller markets have led to smaller crews on location while robotic cameras in larger markets are proving cost effective in eliminating camera personnel completely.

Such developments have led some broadcasting executives to predict that news costs in the future will be held to the rate of inflation. One of those not convinced is Willard Hoyt, vice president and treasurer of Nationwide Communications: "Obviously, if you control news costs you can keep margins up, but I don't think the competitive environment in news will allow you to control news costs." Said Merrill Lynch securities analyst Peter Falco: "I'm just wondering what happens when a 24-hour news service is appended to a local sports operation... I'm not sure how the broadcasters will cope."

Certainly many broadcasters have helped disperse news costs over a greater number of newscasts, but how much more that trend will continue is unclear, now that many affiliates already have news in early morning, at noon, early fringe and late night.

Beyond news and programing, many costs are relatively fixed, say station executives. Many discretionary cuts have already been made, they say, the result of both several years of slowed revenue growth and the result of new management—roughly half of commercial television stations have changed hands in the past decade. The controller of a large affiliate group also said, "Programing and labor can equal 60% to 65% of total expenditures, so that doesn't leave too much to cut."

> **"Obviously, if you control news costs you can keep margins up, but I don't think the competitive environment in news will allow you to control news costs."**
>
> **—Willard Hoyt, vice president and treasurer, Nationwide Communications**

Labor is one of the faster growing expense lines at TVX, Kiger said. In addition to salary increases typically rising 4% to 7% each year, the cost of benefits and taxes, once 15% to 20% of the payroll, is now 35% and growing, he said.

Perhaps the most discretionary expense, according to more than one executive, is advertising and promotion, which accounts for somewhere between 5% and 10% of many stations' budgets. Advertising expenditures are broken out in financial statements only for the company as a whole, which usually include other operations and can reflect special circumstances. But financial statements for media companies as a whole indicate that most have been holding advertising costs down—thereby doing what they urge non-media companies not to do.

Station operators are hoping to moderate the growth of sales costs while priming the growth of sales themselves. Broad Street's Walker said stations may have to spend money on consultants and others who can bring in vendor dollars. Peter Desnoes, chief executive officer of Burnham Broadcasting, agrees: "The typical TV station has found that it has to do things that it didn't do before in marketing...projects such as going after Yellow Pages dollars and paying for specialized consultants, such as those in the hospital field. Five years ago, a sales manager would say we didn't need that." But most of those who commented expect sales and marketing costs to increase only gradually.

Again, generalizations mask exceptions. For the five affiliate stations of Heritage Media, selling, general and administrative (SG&A) costs over the past four years increased faster than programing costs. At three of the stations, compound annual growth of SG&A was greater than 10%. Heritage indicated recently that at some of its stations, local sales staffs are 50% to 100% larger than at competing stations, even though the size of the total staff is smaller.

The degree to which revenue and costs increase over the next few years may depend on the economy, although station executives do not necessarily agree on the correlation. Margins have, on average, been declining over a period when there has been higher than expected consumer spending and economic growth and relatively low inflation. Whether advertising spending will grow during a "soft landing" of the economy and whether holding costs to inflation will no longer be a blessing is one of the unknowns over which station executives know they have little control. One instance where the correlation, whatever it is, may have an identifiable impact is automobile advertising, on which many stations have developed a heightened dependence.

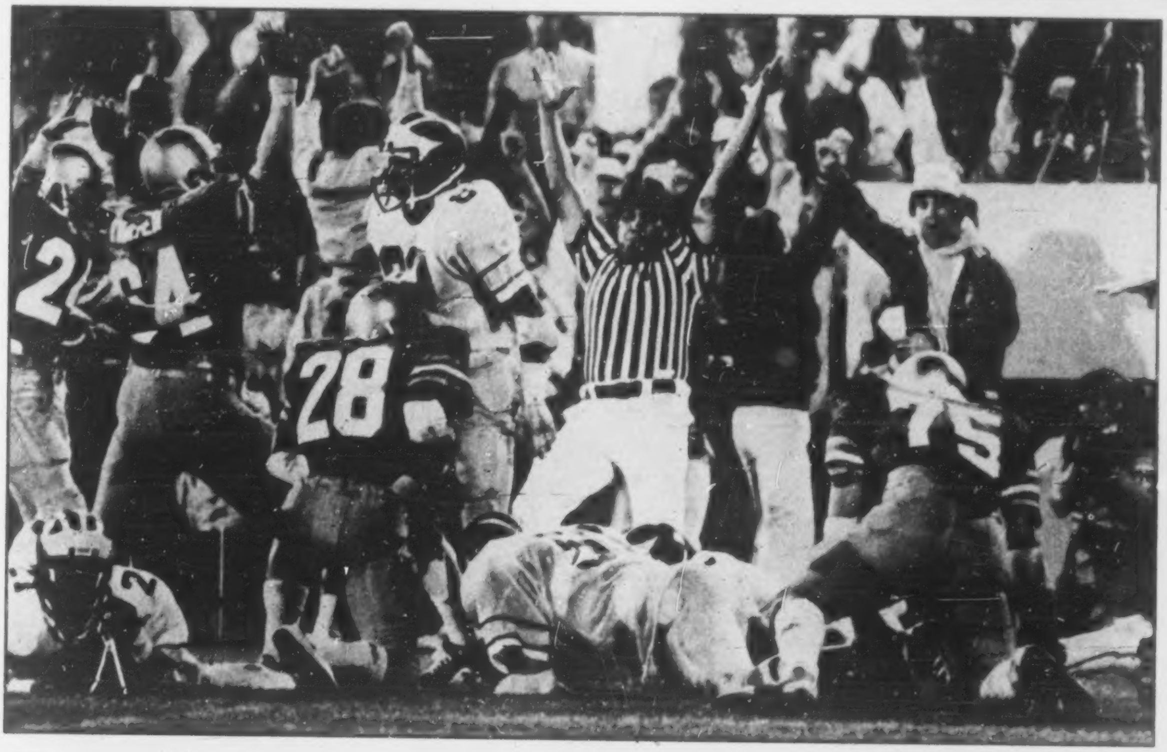
At least part of a station's margin change in recent years can be attributed to one-time events, such as the writers' strike, which hurt affiliates but probably helped independents, and the introduction of the peoplemeter in the fall of 1987, which had a similar contradictory effect. For 1990 and beyond, the uncertainty of the larger picture and the possibility of other one-time events have led broadcast executives and observers to be tentative in their outlook whether optimistic or pessimistic.

Holding the latter perspective is Merrill Lynch's Falco: "On a secular basis, I think station margins will be lucky to be maintained on a general basis.... Most stations would probably do well to keep their cost levels on a par with modest revenue increases." Agreeing with that outline is Hoyt: "What I see is that there will continue to be more competition for revenue so that a station's share will get smaller while their costs won't be bound by the same constraints."

Cautiously optimistic are both Desnoes and Phil Jones, president of Meredith Broadcasting Group. The latter sees margins improving if one assumes "reasonable" revenue increases, which he pegged at 8% to 12%. **—GF, GM**

FOOTBALL

1989



Broadcast, cable battle for the ball

Although broadcasters still have the pick of the sports rights draft, cable television is fielding a strong team. In the months preceding this college football season, ESPN, SportsChannel America and newly formed Prime Network have all evidenced strength in a handful of significant rights negotiations, demonstrating their abilities to gain the rights to major conference events. Their successes appear to have fueled the claim—among independent broadcasters and among some members of Congress—that cable TV is siphoning both professional and amateur sports programing from "free TV." The cable programers believe that is a cry of "wolf" and that their new college football schedules comprise games that had lain fallow and unenjoyed by viewers until cable packaged them.

This year's special report surveys the changing field of college ball, sums up the current NFL season's rights picture and looks ahead at early 1990, when rights to several of the nation's major sports, including the NFL, will be up for grabs in an increasingly varied, monied and competitive market.

Cable competing, and cooperating, with broadcasting

Only a year ago, regional cable sports channel football schedules were dominated by packages distributed by independent syndicators, which continue to hold the rights to major college conference and interconference games. Almost invariably, packages syndicated by Raycom Sports (Southwest Conference), Jefferson-Pilot Telecommunications (Atlantic Coast Conference and Great American Independents package), Video West Network (Western Athletic Conference) and Mizlou Communications (the Independence and other bowls) were sold to regional cable only after national broadcast, national cable and local broadcast clearances, in that order.

Changes in the formula have accelerated in 1989, at least for affiliates of SportsChannel America, the newest national cable sports channel with regional affiliates in New England, New York, Florida, Ohio, Chicago, Philadelphia and Los Angeles. SCA this year has the rights to 12 Notre Dame football games, although only two will be live telecasts. Last spring it lost a pitched battle for rights to the Pac-10 conference. But it has also gone head-to-head with Raycom in Dallas—a battle that two weeks ago ended up in court—and could still win rights to the Southwest Conference. By many accounts, SCA entered those markets offering, in the case of the Pac-10, more than double the conference's expectations.

In several cases, however, SCA has run into another seminational cable organization, Affiliated Regional Communications, also known as Prime Network, a program sharing partnership made up of other regional channels, including Prime Ticket (Los Angeles), Home Sports Entertainment (Dallas) and Prime Sports Network (Denver), The Sunshine Network (Florida) and Prime Sports Midwest (Indianapolis). It was to Prime Ticket that SportsChannel lost in the Pac-10. Prime plans to distribute programing to four other future regionals—in Pittsburgh, Indiana, San Francisco and Seattle—and has established informal program sharing deals with virtually every other regional cable sports channel in the nation, including Home Team Sports in Washington and Baltimore, Madison Square Garden Network in New York and Pro Am Sports

System in Detroit.

Based on SCA's heavy bidding against Raycom for the SWC, Raycom executives do not see SCA as friendly to syndicators or broadcasters. But so far, Prime's activities do not contradict its President Ed Frazier's stated intention "to preserve the syndicators because we don't believe cable is ready to carry all the freight." Pointing to Prime's "history of open architecture," he insisted that Prime has not discounted the possibility that it could syndicate its sports packages to broadcasters. And in Texas, Prime and Raycom last month submitted a joint bid for the SWC and were prepared late last week to announce further co-ventures. But, said Frazier, Prime is "not looking at competing with SCA or ESPN as national programers. We're just looking at making the process of program sharing smoother."

Nevertheless, although CBS and ABC retain first pick from schedules of 63 schools represented by the College Football Association and of major conference games, both SportsChannel and Prime have entered the scene as players seeking product worth distributing nationally. With both network (NBC) and cable operator (Cablevision Systems) money behind it, SportsChannel appears to be a national power with staying power. And with Tele-Communications Inc. and Daniels Associates equity in four regional affiliates (66% in Prime Sports, 49% in Sunshine, 100% in HSE and an as yet undetermined percentage in Prime Sports Midwest), Affiliated Regional Communications' Prime Network is something more than a regional, if something less than a national, operation.

And following head-on collisions over the Pac-10 (Prime won) and SWC (undetermined), as well as over the University of Florida (SCA won) and Florida State (Prime won), the two services will likely continue to compete. "Some of SportsChannel's bidding has been almost suicidal," said Frazier. "That will take care of itself. We believe it will require sound business practices if we're going to stay in business over the long haul."

Broadcast networks still atop the pecking order

All entering the third year of multiyear contracts, CBS, ABC and ESPN are again paying approximately $45 million total for rights to carry College Football Association (CFA) and major conference and interconference games. CBS in June signed a multiyear extension of its current contract and retains first pick from the CFA, which negotiates rights on behalf of 63 National Collegiate Athletic Association teams. This season it will pay $16 million for a CFA package including 17 regular season games and the John Hancock (formerly Sun) Bowl, Dec. 31, and the Mobil Cotton Bowl Classic, Jan. 1. The schedule includes several Notre Dame games, high-profile intraconference games, such as Alabama at Auburn, Dec. 2, and games with historical appeal—Army vs. Navy, Dec. 9.

In the second year of a nine-year deal with the Pac-10 and Big Ten conferences, ABC will pay $13 million for a package of 23 to 24 regular season games and approximately $10 million for rights to the Rose Bowl. Retaining first pick of games in both conferences, ABC last spring extended both the regular season and Rose Bowl contracts through the 1996-97 season.

ESPN will pay $16 million to air 27 CFA games left over after CBS has culled its own schedule. The ESPN schedule will, however, include a mix of high-profile intraconference (Syracuse at Pittsburgh, Sept. 23) and interconference (Clemson at Florida State, Sept. 9) games. In its 10th year of televising college football, ESPN's 10th college football season schedule will total 50 live games, including six Ivy League, six Big Ten and two Pac-10 games. On New Year's day, the Gator and All-American Bowl games will again be seen on the number one basic cable channel.

Threat to 'free TV?'

After CBS, ABC and ESPN take their picks from the major conference and independent college schedules and from the College Football Association, which represents a whopping 63 schools, each with season-long schedules, the rights to a host of major college games remain to be sold. CBS will air 17 regular season CFA games. ABC will air 23 or 24 Big Ten or Pac-10 games.

But ESPN will air the most Division I games nationally, a total of 50, including 27 CFA games and games from the Big Ten and Pac-10 conferences. On the West Coast, the Pac-10 conference rights have gone to cable in the form of a Prime Ticket-ESPN coventure. Prime Sports Network in Denver holds the rights to the Big Eight conference. SportsChannel America has right to 12 Notre Dame games, two of those live. And in the Southwest, the bidders include SCA and a Raycom-Prime Network co-venture. In addition to ESPN, SportsChannel and Prime Network, Turner Broadcasting, which had through last season syndicated Southeastern Conference (SEC) football games to a 44-station regional network of broadcast stations, will this year keep that schedule cable-only, via superstation WTBS(TV) Atlanta.

On the local level, the regionals are also a power. Prime Ticket holds rights to USC and UCLA sports. SportsChannel Florida is rightsholder to season packages from the University of Miami and of Florida. The Sunshine Network has rights to Florida State. When the second-pick games match up high-profile teams from different regions, rightsholders such as SCA and Prime Sports can, or hope eventually to, sell them to advertisers as national product.

In late July, Association of Independent Television Stations Chairman John Serrao warned Congress that "if current trends continue—and we have every reason to believe they will actually accelerate—by the mid-1990's, the majority of the most popular professional and collegiate sporting events will be available only to those who can afford cable" (BROADCASTING, July 31).

Within a week, four members of Congress—Ed Madigan (R-Ill.), Tom Tauke (R-Iowa), Mike Oxley (R-Ohio) and Dennis Eckart (D-Ohio)—asked House Telecommunications Subcommittee Chairman Ed Markey to examine a new six-year rights deal between ESPN and the Big Ten conference and to schedule a hearing "at the earliest possible convenience" on "the movement of sports programing from over-the-air television to cable."

West Coast showdown: Cable vs. cable

If acted upon, the congressmen's request may lead Capitol Hill to

New world of spring football

Spring football is on its way back to American TV screens for the first time since the mid-decade folding of the United States Football League. The new World League of American Football (WLAF), backed by a group of National Football League team owners, will bring 12 U.S. and non-U.S. teams together for a 10-week round robin and three post-season games beginning no later than 1991.

The WLAF board, together with its president and organizer, former Dallas Cowboys general manager Tex Schramm, will meet in Chicago next Monday, Aug. 14, in hopes of fixing the league's start date. Although a 1990 launch is still a possibility, 1991 is considered more realistic, given the wide range of details still to be resolved, such as host city selection, franchise ownership, advertiser sponsorship and domestic and international TV contracts.

In the U.S., over-the-air and cable networks already in discussions with the league include ABC, CBS, NBC, Fox, ESPN, Turner Broadcasting, SportsChannel and USA Network. NBC has already ruled out interest in a 1990 startup, and CBS is considered unlikely to be a strong bidder because of its full plate of spring sports.

According to WLAF TV consultant Jim Spence, a 25-year ABC veteran and former senior vice president of sports who handled the network's carriage of USFL games, the WLAF expects domestic carriage to involve a mix of broadcast and cable entities. The league hopes to air all six weekly Saturday, Sunday and Monday games, and a single TV package is less than probable. Spence added that cable and broadcast entities were negotiating separately.

U.S. cities on the list to host teams include New York; a site in California and one in Florida; San Antonio, Tex., and possibly Birmingham, Ala., Nashville, a Midwest city or Washington, D.C.

even closer scrutiny of the latest Pac-10 and Southwest conference rights deals.

While the Pac-10's co-venture with the Big Ten this past spring extended ABC-TV's national rights package through 1996, the newest national cable sports channel, SCA, "got into a strong bidding war" with Prime Ticket and ESPN over the rights to the remaining Pac-10 schedule, said Pac-10 Commissioner Tom Hanson. ABC retains the pick of the litter, and a large pick it is, with a 23- or 24-game schedule, 16 of them aired nationally, the others regionally. The Pac-10 and Big Ten each will earn $6.5 million from ABC, which also extended its rights to the Rose Bowl, played between the winners of the two conferences, through the 1996-97 season.

But in winning the second-pick conference rights, Prime added a high-profile conference to its schedule, at no small price. The six-year Prime-ESPN contract with Pac-10 will reach a total rights value of $66 million, if an option extension to 10 years is adopted, said one knowledgeable source. Gaining a total of 12 football games (10 on Prime and two on ESPN) and 35 events other than men's basketball each year, Prime and ESPN will pay $4.4 million for the 1989 season. They have guaranteed Pac-10 that the games will reach 22 million subscribers through Dallas-based Home Sports Entertainment, the Sunshine Network in Florida and other regionals. As the subscriber base and ad revenue grow, payments will escalate each year. Over 10 years they will average $6.6 million, or $100,000 more than ABC is paying the conference this year.

SCA "very definitely" raised the bidding levels, said Hanson, adding that the conference had entered negotiations "expecting not to do a deal for the conference at all." Saturday television windows limited by network schedules have meant that game-time changes to accommodate TV schedules are often required—a step that can cost home teams $10,000 per game in defections at the gate. "You have to have substantial rights fees" to offset such losses, he said. "We had not gotten high enough bids" to justify changing game times—until SCA entered the scene, he said. "Over the course of five days, we ended up with a very, very lucrative contract, well above expectations."

Hanson took issue with the broadcasters' claim that the deal "siphons" games from over-the-air TV to cable. The Prime-ESPN agreement, he said, puts more games into the national schedule that "have not been on over-the-air television." A bid several years ago by Sacramento, Calif.-based Kelly Broadcasting and Raycom fell short of the conferences' needs. And, he argued, the local broadcasters in, for example, Arizona and Washington have shown a preference for airing only games played by their states' teams. "National cable," said Hanson, "is actually an enhanced opportunity for national exposure," a consideration always near the top of college agendas.

Asked if Prime Network's go-slow, syndicator-friendly approach is motivated by congressional concern, Prime's Frazier said: "There are economic realities. From our viewpoint, there is a balance between over-the-air and cable carriage of sports. INTV is crying wolf a little. You can always find isolated incidents, [such as] the Yankees in New York. There is simply more sports on TV."

Texas showdown: Syndi-cable

SportsChannel and Prime were apparently destined to meet again—as it turns out, indirectly, in court. Prime's Southwest Conference (SWC) co-bidder, syndicator Raycom Sports, filed a lawsuit Aug. 2 in District Court in Texas against SCA and its owners (including NBC and Cablevision Systems) and against the SWC. The events leading to that showdown may portend not only other battles, but also co-ventures between cable and syndicators. To match what Raycom Executive Vice President Ken Haines called "a very overpriced bid, designed to get into the [SWC] market," Raycom announced July 21 a joint bid with Dallas-based Home Sports Entertainment, a partner in Prime Network, for a new seven-year multi-sport contract, matching SCA's original $24 million offer.

If the Raycom-Prime bid wins, Raycom would maintain its 20-plus station broadcast TV network in Texas and Arkansas; Prime would distribute the package to its affiliated regional cable channels in other parts of the nation only.

But if SportsChannel wins the conference, fans in Texas and Arkansas would find none of the package on broadcast TV. "The philosophy here," said SCA media relations director Dan Martinsen, "is that if it makes sense from a programing and financial side, [SportsChannel] will go after" a programing product. "We have been wanting to get into the Southwest, particularly Texas, since we launched last year," he said, explaining that the SWC package fits the "makes sense" description. And noting that with rights to the National Hockey League and two live Notre Dame games (vs. Navy and Southern Methodist University), the 24-hour service is filling much of its prime time schedule with live events, Martinsen added, "The focus is on live programing. That is what people want to see, but we're not going to fill the schedule for the sake of filling it."

In any case, the Dallas bidding war has been halted by Raycom's suit, which charges that the SWC enacted an amendment to the current 1987-91 contract that had never been agreed upon. The amendment shortens the deal to 1990 in exchange for Raycom gaining the right at the close of the contract to a competition-free 90-day period during which it could match any offer. SWC, said the suit, negotiated during that grace period with SCA, which "knowingly and willfully induced contract negotiations" with conference officials.

SCA declined to comment on the suit, which charges it with "predatory trade practices, unfair competition and intentional interference" with the current Raycom-SWC contract, which Raycom insists still runs through 1991. In a July 7 letter to Raycom obtained by BROADCASTING, and apparently signed by SWC's Fred Jacoby, the conference affirms Raycom's belief that, if it matched the offer, Raycom would be awarded the contract. Subsequently, however, reported the *Dallas Morning News*, SportsChannel's bid was raised to $29.5 million.

According to an SWC summary of the initial SCA offer also obtained by BROADCASTING, the $24 million offer specified that SCA would "not license SWC football games in this package over broadcast TV in the states of Texas and Arkansas," where, in 1989, Raycom said it has cleared 11 live football broadcasts over a 22-station network in 21 markets.

Rights fees would escalate from $3 million over the first three years (1990-93) to $3.25 million (1993-95) to $4 million in the first option year (1995-96) and $4.5 million in the final year (1996-97). A signing bonus of $500,000 was offered. Additionally, the bid guaranteed that each year from 1990 to 1995, eight SWC football and basketball games would be "televised in New York, Chicago, Florida, Los Angeles, Cleveland, Philadelphia and New England," markets which are covered by SportsChannel regionals.

Raising the stakes yet higher, the bid also included 10-week basketball and 10-week baseball packages, as well as rights to telecast all women's basketball and other men's and women's sports.

Turner tradeoff: Half the nation or all of the region

Two other national cable channels have retained exclusive college football rights. The Turner Broadcasting System will this season stop syndicating its 10-to 12-game Southeast Conference (SEC) college football schedule, dropping its network of 45 stations in the region and making the product superstation WTBS(TV) Atlanta exclusive. In one sense, Turner is bucking the ratings figures. In 1988, its SEC package garnered ratings of 4.7 in broadcast syndication and only 1.7 via the superstation.

But, the broadcast numbers were regional and only reached 792,000 homes. The superstation reaches 49,400,000 subscribers. "We are ecstatic that it is cable exclusive," TBS sports programing director John Vandegriff said. "The SEC is such a national package, I think we'll do well outside the Southeast. But with superstation only, we should even do better in the region. There is a lot of talk down here about forming a regional [cable sports channel]," he said, "but with a national property, it just doesn't make sense."

Black Entertainment Television will again carry a mix of select games from several conferences, including four conferences comprising "traditionally black schools," said BET.

Syndicators wary but not out

The syndicators appear cautiously optimistic about the threat

[illegible]

[illegible]

Buffalo Bills
WBEN(AM) Buffalo

Reg. net. of 18 stations; 5 preseason, 16 regular; station holds rights

Indianapolis Colts
WIBC(AM) Indianapolis

Reg. net. of 32 stations; 4 preseason, 16 regular; station holds rights

Miami Dolphins
WIOD(AM) Miami
WQBA(AM) Miami

Reg. net. of 50 stations; 4 preseason, 16 regular; second year of three-year contract. WQBA has Spanish rights; 4 preseason, 16 regular; first year of three-year pact

New York Jets
WCBS(AM) New York

4 preseason, 16 regular; second year of five-year deal; station holds rights

New England Patriots
WHDH(AM) Boston

Reg. net. of 52 stations; 4 preseason, 16 regular; fourth year of five-year contract; station holds rights

[illegible]

Cincinnati Bengals
WKRC(AM) Cincinnati

Reg. net. of 50-plus stations; 4 preseason, 16 regular; second year of three-year contract, station holds rights

Cleveland Browns
WWWE(AM) Cleveland

Reg. net. of 46 stations; 5 preseason, 16 regular; station holds rights

Houston Oilers
KODA(AM) Houston
KQQK(FM) Houston

Reg. net. of 40 stations; 4 preseason, 16 regular; fourth year of six-year contract; station holds rights. KQQK has one-year contract for Spanish broadcasts

Pittsburgh Steelers
WTAE(AM)-WHTX(FM) Pittsburgh

Reg. net. of 35 stations; 4 preseason, 16 regular; third year of three-year contract; station holds rights

[illegible]

Denver Broncos
KOA(AM) Denver

Reg. net. of 55 stations; 4 preseason, 16 regular; station holds rights

Kansas City Chiefs
KCMO(AM) Kansas City

Reg. net. of 50 stations; 4 preseason, 16 regular; fifth year of five-year contract; station holds rights

Los Angeles Raiders
KFI(AM) Los Angeles

Reg. net. of 43 stations; Spanish rightsholder yet to be determined. 4 preseason, 16 regular; second year of four-year contract; station holds rights

San Diego Chargers
XETRA(AM) Tijuana

Reg. net. of five stations; 4 preseason, 16 regular; third year of five-year contract; station holds rights

Seattle Seahawks
KIRO(AM) Seattle

Reg. net. of 55 stations; 4 preseason, 16 regular; five more years on contract; station holds rights

[illegible]

Dallas Cowboys
KRLD(AM) Dallas

Reg. net. of 127, plus 13 Spanish stations; 4 preseason, 16 regular; fourth year of five-year contract; Cowboy Radio Network holds rights

New York Giants
WNEW(AM) New York

Reg. net. of 40 stations; 4 preseason, 16 regular; station holds rights

Philadelphia Eagles
WIP(AM) Philadelphia

Reg. net. of 30 stations; 5 preseason, 16 regular; first year of three-year contract; station holds rights

Phoenix Cardinals
KTAR(AM) Phoenix

Reg. net. of 24 stations; 4 preseason, 16 regular; station holds rights

Washington Redskins
WMAL(AM) Washington

Reg. net. of 87 stations; 5 preseason, 16 regular; first year of three-year contract, station has rights

[illegible]

Chicago Bears
WGN(AM) Chicago

Reg. net. of 62 stations; 4 preseason, 16 regular; second year of three-year contract; station holds rights

Detroit Lions
WWJ(AM) Detroit

Reg. net. of 30 stations; 4 preseason, 16 regular; first year of three-year contract, station holds rights

Green Bay Packers
WTMJ(AM) Milwaukee

Reg. net. of 53 stations; 4 preseason, 16 regular; station holds rights

Minnesota Vikings
WCCO(AM) Minneapolis

Reg. net. of 55 stations; 4 preseason, 16 regular; second year of three-year contract; station holds rights

Tampa Bay Buccaneers
WRBQ-FM Tampa Bay

Reg. net. of 28 stations; 4 preseason, 16 regular; final year of three-year contract, station holds rights

[illegible]

Atlanta Falcons
WSB(AM) Atlanta

Reg. net. of 45 stations; 4 preseason, 16 regular; first year of three-year contract, station holds rights

Los Angeles Rams
KMPC(AM) Los Angeles
XPRS(AM) Tijuana

Reg. network of 22 stations; Spanish-language via XPRS; 5 preseason, 16 regular; station holds rights.

New Orleans Saints
WWL(AM) New Orleans

Reg. net. of 32 stations; 4 preseason, 16 regular; first year of three-year contract, station holds rights

San Francisco 49ers
KGO(AM) San Francisco

Reg. network of 25 stations; 5 preseason, 16 regular; station holds rights.

of further cable inroads in college sports. Although Raycom's battle with SCA is over the former's only conference football package, the SWC, Raycom holds the rights to college basketball from several of the most prominent conferences, including the Atlantic Coast (ACC), Big Eight, Southwest, Big Ten and Pac-10 conferences. Nevertheless, all those contracts will end next year, and, as Raycom's Haines noted, "we're already seeing that kind of [SportsChannel] maneuver" for other sports outside football. If Raycom and Prime Network intimations of further joint ventures come to fruition, the syndicators may find that, if you can't beat cable, join it.

Fellow syndicator Jefferson-Pilot, however, is holding fast to the broadcasters-first (and virtually only) approach. JPT distributes an 11-game ACC package, as well as its Great American Independent package of eastern college games. According to JPT's executive director of operations and finance, Fred Boucherle, it is the regional appeal of the packages, particularly for the ACC, that is their strength. "From our point of view, a regional package is for regional distribution," he said. "We can still, within the region, deliver more audience [than cable can]. Whether we can match dollars remains to be seen."

Generally syndicating on a 50-50 barter basis with stations in the major East Coast markets, JPT has found a niche with ABC affiliates, including WCVB-TV Boston, WPVI-TV Philadelphia and WABC-TV New York, that matches the ACC's noon to 3 p.m. ET window with ABC-TV's 3-6 p.m. slot for Saturday network football games. The strategy "gives us a lot of local avails." The 1988-89 season, he said, proved "the best year ever for the ACC in ratings." In 1990, the conference rights will again be in play.

Only rarely, he said, does JPT sell its packages to cable in the Atlantic region, and then only where it cannot obtain broadcast clearances. "We have found it best to keep the packages as uncomplicated as possible," a feat difficult to manage "when you start mixing regions." And mixing outlets with different time slots to fill can also threaten the core business. JPT, he said, is "trying to protect the integrity" of the window that is attractive to ABC affiliates. "We've concentrated more regionally, going the opposite" direction from Raycom's strategy in basketball, where it has sought to offer advertisers a 70% or higher national reach. And JPT's region is already showing signs of expanding, he said, since Turner Broadcasting's decision to go cable-only with the Southeast Conference has independent stations "looking for college football."

Video West Communications syndicates the Western Athletic Conference (WAC) to a healthy mix of broadcast and cable outlets with no apparent in-region, out-of-region bias. Clearances of the package of 11 games, to be played among teams from Colorado, Wyoming, Utah, Washington, California and Hawaii, included 18 broadcast stations in all those states but also as far away as Boston, Tampa, Fla., New York and Lebanon, Tenn. Cable programers picking up the WAC include Prime Network-affiliated regionals Prime Ticket in Los Angeles, HSE in Texas, Sunshine Network in Florida, HTS in Washington, PASS in Detroit, Prime Sports Cable in Denver and Northwest Cable Sports in Seattle. Single cable systems in Boston, Rochester, N.Y., and St. Louis are also subscribers.

For the bowl games, regional coverage will not suffice, and the best way to get national coverage, said Mizlou Communications President Vincent Piano Jr., is to "strive and strive to be on the alphabet networks." At press time, it had nailed down only one 1989-90 postseason event for syndication—the Independence Bowl, scheduled for Dec. 16 in Shreveport, La. Out of the five bowls it syndicated last year—the Independence, Freedom, Peach, Bluebonnet and Senior—three, including the Independence, are possible Mizlou properties this year. "We have them; they leave; they come back," said Piano.

Mizlou usually retains just over 50% of ad inventory, leaving stations with 12 to 14 minutes in each three-hour event. As of last week, the Independence Bowl had been cleared in 68% of the country, with 78% to 82% the target.

NFL rights '89: The half-billion-dollar prize

NFL national rights figures and schedules will differ little from 1988. Together, CBS, ABC, NBC and ESPN will pay a combined $531 million for the rights to carry NFL's 1989-90 season, the last year of multiyear contracts for each network.

Unlike Major League Baseball, with which ABC has lost money and NBC reportedly only broken even last year, revenue from NFL carriage is expected to be healthy. This year, Sunday afternoon games will bring CBS and NBC more than $100,000 per 30-second spot. CBS has already sold about 90% of its ad inventory for the Super Bowl at about $1.4 million per minute. So prized are those spots that CBS is not providing ratings guarantees, said the network's vice president, sports marketing, Hal Trencher. If the Super Bowl delivers, say, a 42 rating, rather than 44 or 45, the advertisers will live with it. "We love the NFL," he said, describing it as "clearly one of the most important, vital parts of our programing in the fourth quarter."

It also composes an important part of expenses. For the rights to air packages of regular season NFL games CBS will pay about $150 million, NBC about $120 million, ABC about $135 million and ESPN about $56 million. NBC will pay additional fees to air four American Football Conference playoff games, and CBS additional fees to carry four National Football Conference playoff games, on consecutive weekends, Dec. 31 through Jan. 14, 1990. Each will spend about $26 million to acquire rights to those postseason games. CBS will pay approximately $18 million to air the Super Bowl on Sunday, Jan. 28.

The NFL schedule on ESPN, in the last year of its three-year contract, totals 13 games: four preseason, including the Rams vs. the 49ers, which was played Aug. 5 in Tokyo, eight regular season games, including seven Sunday evening games (beginning Nov. 5), and one Saturday game (Dec. 23) and the Pro Bowl, Feb. 4, previously the purview of co-owned ABC.

Starting Sunday, Sept. 10, NBC and CBS will each air as many as eight regional regular season games every weekend through Dec. 24. Both the NBC and CBS schedules will include Saturday games, Dec. 16 and 23, and a Thanksgiving Day game, Nov. 23.

ABC, following one Saturday and three Monday night preseason games, will air 16 consecutive editions of *Monday Night Football*, launching the season Sept. 11 with an 8-9 p.m. ET special, *ABC's NFL Monday Night Football: 20th Anniversary Special*, followed by its season opener, New York Giants at Washington Redskins, and will finish the season Dec. 26 with Cincinnati at Minnesota.

Although notable on-air talent changes have been announced for the 1989-90 NFL season on NBC (see box, page 45), CBS, ABC and ESPN will field essentially the same on-air teams viewers saw last season.

On the local level, although TV stations in NFL markets continue to compete for rights to carry several preseason games, rights to a team's entire season—rights some four times as lucrative to the teams—rest with local radio (see chart, page 42). The NFL estimates that, all together, local radio rightsholders will pay teams a total of $32 million for the rights to all preseason and regular season games; local TV will pay the teams about $7.6 million. SportsChannel Los Angeles (formerly Z Channel) made a bit of history this year, winning exclusive rights to televise three L.A. Rams preseason games, but only on a tape-delayed basis, as the three home games will almost certainly not sell out. In all other markets, regional cable channels are still left out of the NFL equation.

Competition among local market news teams for the on-air time of hometown players and coaches comprises an ancillary form of broadcast rights stations are willing to pay, knowing that for many NFL fans the decision to tune in can be based on how and by whom the home team is covered.

NFL 1989: Broadcasters try to get in position to score

NBC, ABC, CBS and ESPN are beginning the final seasons of long-term National Football League deals, just as NBC and ABC fulfill the last year of contracts with Major League Baseball. In 1989, ABC, CBS, NBC and ESPN will together spend approxi-

1989, ABC, CBS, NBC and ESPN will together spend approximately $531 million on NFL rights. NFL executives are well aware that, in early 1990, the NFL will be up for grabs. In addition, the next six to eight months promise to be intense with negotiations over the rights to the National Basketball Association and NCAA basketball's post-season tournament. Additionally, by the fall of 1990, much of college football's rights will also be in play.

Only seven months ago, CBS won exclusive national broadcast rights to Major League Baseball, leaving NBC and, to a lesser degree, ABC with sports programing voids to fill. It was a sudden end for a 40-year NBC tradition. And, at the same time, the number of MLB games on national cable television was changed in one fell swoop from zero to 177, via ESPN's $400 million four-year deal with the league.

With national broadcast rights figures for each sport in the tens, or hundreds, of millions, and with literally hundreds of programing hours and thousands of advertising spots at stake, early 1990 promises to become, as sports syndicator Jefferson-Pilot Telecommunications Executive Director Fred Boucherele put it, "the year of positioning" among the broadcast networks and other competitors, including cable.

As for timing, NFL broadcasting director Val Pinchbeck noted: "It is very difficult for [the league] to embark on serious negotiations until a commissioner is appointed." And even if that happens this month, said one source, history suggests that settlement of negotiations is still unlikely before the end of the current season.

CBS and ESPN have provided interesting groundwork for all the deals to come. The combined $1.5 billion CBS-ESPN 1990-93 contracts with MLB appear to have changed the face of national sports rights deals in several ways (BROADCASTING, March 7). MLB will certainly be richer. ESPN will have professional baseball. And, some observers believe, that by bidding as high as it did for the MLB, CBS took rights negotiating beyond the ad revenue equation, adding considerable emphasis to the "intangibles" a network gains with professional sports exclusivity.

If the MLB deal is any indicator, all the sports in play in 1990 will raise the rent, and each network will have to spend heavily to maintain or gain in the overall balances of power.

"Absolutely," said network sports President Dennis Swanson, "we're concerned over major escalations in rights fees. If you are going to control costs, you have to control rights," which, he said, basically make up 80%, and production 20%, of network sports expenses. ABC may be in the most stable position among the networks come next spring. The loss of baseball accounted for only 7% of the network schedule, and "the entertainment division is happy to get those prime time hours back," he said. On the weekends, ABC's Pac-10-Big Ten football won its Saturday window last fall, and *Wide World of Sports*, he said, was number one in the first and second quarters of 1989. The network spent the past spring quietly locking up Pac-10 and Big Ten football, Big Ten basketball, United States Golf Association U.S. Open and British Open and horse racing's Triple Crown for periods "well into the 1990's," he said, claiming that the combination makes ABC number one on Saturdays and healthy on Sundays year-round.

But it is *Monday Night Football*, the second longest running prime time series behind *60 Minutes*, said Swanson, that will be ABC's top priority. "The ratings track for the series has been excellent, which is why it's coming up on 20 years. Out of all the sports properties, it is our most prized," he said, noting that, "as network shares have dropped, *Monday Night Football* has withstood the tide better than much of its prime time entertainment competition." As for the other properties, he said: "Any network would love to have them. [However,] I don't think that getting out of what was a bad situation," losing money on MLB, "means that we want to get into another. If we can enhance our list of special events, great. Certain properties are extremely valuable to us, but so is our bottom line."

NBC Sports President Dick Ebersol declined comment on the upcoming busy negotiation period, and CBS's Trencher would say only, "I cannot imagine us not pursuing aggressively every major sports product."

New on-camera teams at NBC

NBC's *NFL Live* will field a new team in 1989: pictured, back row (l-r) Mike Leonard, Ralph Wiley and Bobby Beathard; front row (l-r) O.J. Simpson and Bob Costas. Leading the way in what the network itself described as a "major revamping" of its pre- and in-game coverage are the additions of former *ABC Monday Night Football* analyst Simpson, former Washington Redskins general manager Beathard, senior *Sports Illustrated* writer Wiley and former San Francisco 49ers coach Bill Walsh.

Walsh, who took his team to three Super Bowl championships this decade, will replace Merlin Olsen as the lead game analyst. Walsh will team with play-by-play veteran Dick Enberg to make up the network's A team. The performances of Walsh and Enberg will be in the hands of three-time Emmy winner John Faratzis, producer of each Sunday's lead broadcast. Hall of Fame running back Simpson, who had been with NBC from 1978 until returning to ABC as analyst from 1983 through 1985, will team with *NFL Live* host Bob Costas to provide commentary on each Sunday's game schedule.

Beathard, credited with finding championship talent overlooked by the rest of the league during his 12 years with the Redskins, will be featured with Wiley in a new *NFL Live* segment called "The Insiders."

The limits on network finances may prove greater than the limits on aggressiveness. In 1989, ABC, CBS, NBC and ESPN will together spend approximately $531 million on NFL rights alone. And the combined cost of gaining rights to multiple professional and amateur sports is anything but negligible for each network. For example, CBS, which will be the king of team sports networks at least for the early part of 1990, is already committed to paying at least $559 million over the next 11 months to retain major rights: $168 million for its NFL regular season package and Super Bowl, $16 million for College Football Association games, about $70 million for 1989-90 NBA coverage, $55 million for college basketball (BROADCASTING, Oct. 24, 1988) and, last and certainly not least, $250 million for its first year of Major League Baseball (MLB) (BROADCASTING, March 6).

The big ticket item in that group obviously remains the NFL. Compared with the new $250 million-a-year MLB broadcast network contract, described by at least one losing bidder as inflated, NFL rights for all three networks already cost twice that amount per season. For good reason. For all three broadcast networks, the NFL has consistently gained ratings in the teens on Sunday afternoons and ratings in the high teens in prime time during the regular season—compared with ratings usually no higher than an 8 for prime time regular season baseball. The Super Bowl, this season in the hands of CBS, could score a 40 rating.

Those looking for changes in the broadcast-cable balance of power, as radical as the ESPN-MLB deal, one NFL source suggested, will be disappointed. Lessons of overexposure, particularly in college football, mean the league can be expected to make no more than an incremental step, at most the likes of ESPN winning eight regular season games three years ago.

Radio gives football radio play by play

Earlier this year, CBS Radio renewed its current, three-year National Football League contract through 1994 (BROADCASTING, April 24). With the exception of the 1985 and 1986 seasons, CBS has held the radio broadcast rights to NFL games since 1978.

The broadcast package features 30 regular season games and 10 post-season games, including the Super Bowl and Pro Bowl games. There will be 16 Monday night games, eight Sunday night games (except for 1989, where a Sunday night game will be moved to Saturday to avoid Christmas Eve), two Saturday doubleheaders and a Thanksgiving Day doubleheader. Coverage will begin this year, with the Sept. 11 New York Giants at Washington Redskins game.

Additional programing that will be featured by the network includes *NFL '89 with John Madden*, a 10-part series of preseason reports; *NFL Preview*, a 15-minute series anchored by Brent Musburger and Will McDonough; *NFL Talk*, an hour post-game show broadcast after every Monday night game and the Super Bowl, and an as yet untitled 20-part series anchored by John Rooney during the month of January, leading up to the Super Bowl.

The lineup of sponsors for the package this year includes, to date: ANCO Wiper Blades, Anheuser-Busch, Buick, Isuzu, Campbell Chunky Soup, CBS-TV Entertainment/News, Pepto-Bismol, State Farm Insurance and the U.S. Army Reserve. Stephen J. Youlios, vice president, sales, CBS Radio Networks, says the network has put together a promotion with State Farm that features Brent Musburger profiling a team on the road to the Super Bowl, within every broadcast. Musburger will also be doing the voice for their commercials, a first for Musburger on either radio or television.

CBS Radio Sports will also broadcast the Cotton Bowl (college football) on Jan. 1, 1990.

Westwood One's Mutual Broadcasting System will kick off its 12 regular season NFL doubleheaders on Sept. 10 with the Cincinnati Bengals at Chicago.

Mutual will also broadcast 11 Notre Dame games (its 22nd consecutive year of coverage) and 11 major college games. The Notre Dame season broadcasts will premiere with a Sept. 16 matchup against Michigan. Continuing this year is *The Lou Holtz Show*, a weekly call-in program co-hosted by the team's head coach, and Mutual's Larry Michael.

Mutual's major college broadcasts will begin with the *Kick-off Classic*, featuring Notre Dame vs. Nebraska. Also scheduled is the Army vs. Navy game on Dec. 2. Like last year, the network will also broadcast four college bowl games: Aloha, All-American, Holiday and Sugar.

The network has also prepared a series of two one-hour specials previewing the upcoming football season: *The Road to the National Championship* and *NFL '89*.

The Westood One-owned NBC Radio Network will cover the following four college bowl games this year: Liberty, Rose, Fiesta and Orange.

—LC

Programing

Critics give thumbs up and down to new season

Sample of television reviewers talk about hits and misses of a new season labeled 'safe'

'The Famous Teddy Z'

'Nutt House'

Each summer, the networks preview their new fall programs for visiting television critics during the annual press tour in Los Angeles. The critics are wined and dined while the networks and other programers explain the whys and wherefores of their programing strategies, and try to convince the press of each project's bright future. Much of what the critics write can determine how a new show performs, or at least how it is sampled at its debut. The following is a sample of the critics' choices.

Most critics agree the new fall schedule is a "safe" one, free of any risk-taking on the networks' part. Tom Jicha, television critic for the *Fort Lauderdale News/Sun-Sentinel*, said the upcoming season "is the most disappointing in recent memory. Usually there's always something to look forward to," he said, "but not this year."

The Boston Globe's Ed Siegel agreed with the characterization, saying it is "the safest season this decade." Siegel said each network has its own reasons for taking the cautious route. At NBC, Siegel thinks Brandon Tartikoff, president, NBC Entertainment, should be taken at his word when he said during the tour that NBC tried some adventurous programing this past season that was met with viewer rejection. Tartikoff pointed to *The Jim Henson Hour* and *Quantum Leap* as examples. Siegel said that while neither show broke new ground, putting a kids' show [the Henson show] on during prime time was "somewhat innovative. This year he went the other way," said Siegel.

ABC, Siegel said, might be going away from some of the types of shows that former entertainment President Brandon Stoddard put on the schedule, like *China Beach* and *thirtysomething*, in an attempt to "develop more commercial hits. The trend," he said, "is definitely toward more mass-market shows and away from the specialized, demo-specific shows."

At CBS, "I don't have the feeling that there is any sense of direction in their development of one-hour shows," said Siegel. Although he said some of the half-hour comedies looked good, "the hours are just not very good."

Tom Shales, Pulitzer Prize-winning critic for *The Washington Post*, "absolutely" agrees with the safe-season assessment, although he says he sees some interesting signs for midseason. "I can't see anyone getting very interested, but it's also not the worst [new season] ever. It falls right in the middle, but that could be the worst place to be right now," he said. Shales said that although the critics agree the upcoming season lacks risk-taking, most agree that CBS is offering the most promising of the new shows.

"It seems to be the cycle that the last-place network is always the most innovative and this year it's CBS," said Jicha. He pointed to CBS's *The Famous Teddy Z*. He also cited *The People Next Door*, about a

Continued on page 50.

NBC wins week 46; ABC wins news with 9.4/20

NBC won week 46 with a 10.5 rating and a 20.1 share. CBS came in second with a 9.4/17.8, narrowly ahead of ABC's 9.2/17.4. For evening news, ABC came in first (9.4/20). CBS came in second with a 9.1/20 and NBC was third with an 8.6/19. NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday. CBS won Sunday night.

Nielsen		Net	Show
1	18.8/32	A	Roseanne
2	16.7/31	A	Wonder Years
3	15.5/30	A	Who's the Boss?
4	15.4/26	A	Coach
5	15.4/28	N	Cheers
6	14.9/31	N	Golden Girls
7	14.6/28	C	Murder, She Wrote
8	14.6/26	N	NBC Sunday Movie
9	14.5/25	C	Designing Women
10	14.5/30	N	Empty Nest
11	14.4/25	N	Dear John
12	13.9/28	N	Cosby Show
13	13.8/24	C	Murphy Brown
14	13.6/29	N	Hunter
15	13.5/26	N	Different World
16	13.4/23	C	Newhart
17	13.0/26	C	60 Minutes
18	12.2/23	N	Unsolved Mysteries
19	12.0/22	A	Full House
20	12.0/23	N	Yesterday, Today and Tomorrow
21	11.9/22	A	Head of the Class
22	11.8/23	A	Growing Pains
23	11.6/21	N	Hogan Family
24	11.5/25	A	Mr. Belvedere
25	11.5/20	C	CBS Sunday Movie
26	11.5/21	N	L.A. Law
27	11.3/20	A	thirtysomething
28	11.3/21	C	Hot Prospects
29	11.2/21	N	ALF
30	10.9/20	C	CBS Thursday Movie
31	10.8/21	A	20/20
32	10.6/22	A	Perfect Strangers
33	10.4/18	C	Jake and the Fatman
34	10.3/20	A	Just the Ten of Us
35	10.2/22	N	13 East
36	10.1/18	N	NBC Monday Movie
37	10.0/18	A	Primetime Live
38	9.6/17	F	Married... With Children
39	9.5/17	A	MacGyver
40	9.5/19	C	CBS Friday Movie
41	9.2/17	C	Kate and Allie
42	9.2/18	C	48 Hours
43	9.0/16	A	ABC Sunday Movie
44	9.0/16	C	G. Harrison Show
45	8.9/20	N	Amen
46	8.6/15	C	CBS Tuesday Movie
47	8.6/16	F	Totally Hidden Video
48	8.5/15	A	Hooperman
49	8.4/16	N	My Two Dads
50	8.3/15	A	Robert Guillaume Show
51	8.3/17	F	America's Most Wanted
52	8.3/15	N	Knight and Daye
53	8.3/16	N	NBC Friday Movie
54	8.2/16	A	China Beach
55	7.6/13	A	ABC Monday Movie
56	7.4/13	A	Mission: Impossible
57	7.3/16	A	ABC Saturday Movie
58	7.2/14	N	Family Ties
59	7.1/14	C	Wiseguy
60	7.1/16	N	Highway to Heaven
61	6.9/15	C	West 57th
62	6.7/14	N	Magical World of Disney
63	6.7/12	N	NBC Major League Baseball
64	6.6/13	C	Smothers Brothers-Fun and Games
65	6.5/13	A	Man Called Hawk
66	6.0/10	F	Tracey Ullman Show
67	5.9/13	C	Paradise
68	5.7/12	N	NBC M.L. Baseball pregame Tues
69	5.5/10	C	CBS Summer Playhouse
70	5.5/11	C	Tour of Duty
71	5.4/11	A	Incredible Sunday
72	5.1/10	A	Protect and Surf
73	5.1/11	F	21 Jump Street
74	5.0/11	C	Beauty and the Beast
75	4.5/10	A	Chain Letter
76	4.5/10	F	Cops
77	4.3/9	F	Reporters
78	4.2/7	F	Garry Shandling's Show
79	3.5/6	F	Duet
80	2.4/5	F	Beyond Tomorrow

Syndication * Scorecard

(Week ending July 30)

1	11.7	Wheel of Fortune, synd	229	99
2	11.1	Jeopardy!	214	99
3	9.8	Star Trek	231	97
4	9.2	Cosby Show	198	97
5	8.6	Oprah Winfrey Show	214	99
6	7.2	Wheel of Fortune, wknd 0	208	92
7	6.7	Current Affair	149	91
8	6.7	Entertainment Tonight	170	94
9	6.1	Friday, the 13th, part 6	145	89
10	5.7	Donahue	228	99
11	5.6	Geraldo	202	99
12	5.3	People's Court	187	93
13	5.2	Star Search	149	96
14	4.8	Friday the 13th	212	96
15	4.8	Mama's Family, synd	192	93
	6.1	Wrestling Network	151	91
	9.2	World Wrestling Fed	254	97

* Nielsen syndicated weekly pocketpiece

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3

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Changing Hands

WTOP(AM)-WASH-FM Washington, WATL(TV) Atlanta and WXIN(TV) Indianapolis □ Sold by Outlet Communications to Chase Commnications for $120 million (see story, "Top of the Week"). **Seller** is headed by David Henderson and owns WCMH-TV Columbus, Ohio, and WJAR(TV) Providence, R.I. **Buyer** is headed by Arnold Chase and Roger Freedman and also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WJAZ(FM) Stamford, both Connecticut; WKBQ(FM) Granite City, Ill. (St. Louis); KGLD(AM) St. Louis, and WPTY-TV Memphis. WTOP is on 1500 khz with 50 kw-U. WASH-FM is on 97.1 mhz with 26 kw and an antenna 690 feet above average terrain. WATL(TV) is Fox affiliate on channel 36 with 2,030 kw-visual, 304 kw-aural and antenna 1,170 feet above average terrain. WXIN(TV) is Fox affiliate on channel 59 with 2090 kw-visual and 209 kw-aural and antenna 990 feet above average terrain. *Broker: First Boston represented seller.*

WQBA-AM-FM Miami □ Sold by Susquehanna Broadcasting Co. to Radio WADO Inc. and Tichenor Media Systems for $32,750,000. Purchase price includes building housing station. **Seller** is York, Pa.-based group owner of KFOG(FM) San Francisco; WTKN(AM) Pinellas Park and WHVE(FM) Sarasota, both Florida; WAPW(FM) Atlanta; WFMS(FM) Indianapolis; WRRM(FM) Cincinnati; WARM(AM) Scranton, WMGS(FM) Wilkes-Barre and WSBA(AM)-WARM-FM York, all Pennsylvania; KLIF(AM) Dallas, KPLX(FM) Fort Worth and KKZR(AM)-KRBE-FM Houston, and WGH-AM-FM Newport News, Va. It is headed by Louis J. Appell Jr. and Arthur W. Carlson. **Buyers:** Radio WADO Inc. owns WADO(AM) New York and is headed by Herbert Levine. Tichenor Media Systems is headed by McHenry Tichenor and owns WIND(AM) Chicago and WOJO(FM) Evanston, both Illinois, and KUNO(AM) Corpus Christi (part owners), KBNA-AM-FM El Paso, KGBT(AM)-KIWW(FM) Harlingen, KLAT(AM) Houston and KCOR(AM) San Antonio, all Texas. WQBA is on 1140 khz with 50 kw day and 10 kw night. WQBA-FM is on 107.5 mhz with 95 kw and antenna 980 feet above average terrain. *Brokers: Ted Hepburn Co.* and *R.C. Crisler & Co.*

Squaring the record. Sales totals for First Boston, Media Venture Partners, R.C. Crisler & Co., and Broadcast Asset Management were incorrectly attributed in Aug. 7 special report on brokers. Totals should have read as follows: MVP, $198,952,000; First Boston, $159,000,000; R.C. Crisler, $81,410,000; Sandler, $80,000,000, and BAM, $75,000,000.

Listing for Johnson Crowley & Associates Inc. was omitted from Aug. 7 alphabetical list of brokers. Johnson, Crowley & Assoc. Inc. is headed by Gene Johnson and John Crowley and is located at 2940 First Union Center, Charlotte, N.C. 28202. (704) 342-9610.

WRAW(AM)-WRFY(FM) Reading, Pa. □ Sold by City Broadcasting Co. to Eight Chiefs Inc. for $18.5 million. **Seller** is headed by Frank Franco and also owns WMMB(AM)-WMMY(FM) Melbourne, Fla. **Buyer** is headed by Ragan Henry, who is sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WMXB(FM) Richmond, Va., and WDIA(AM)-WHRK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, Mich. CMN is licensee of WXTR(FM) Waldorf and WWIN-AM-FM Baltimore. Henry also has interest in KDIA(AM) Oakland, Calif., WCMC(AM)-WZXL(FM) Wildwood, N.J., WXLE(FM) Columbus, Ohio, and WQOK(FM) Raleigh, N.C. Henry is also purchasing WCOS-AM-FM Columbia, S.C., and KCCV(AM) Independence, Mo. ("Changing Hands," July 31). Henry also has applications pending for three AM's and two FM's. WRAW is on 1340 khz with 1 kw-U. WRFY is on 102.5 mhz with 19.05 kw and antenna 810 feet above average terrain. *Broker: Blackburn & Co.*

KFOR(AM)-KFRX(FM) Lincoln, Neb. □ Sold by Summit Communications Group Inc. to Arrow Communications Inc. for $6.6 million in cash. **Seller** is headed by James Wesley Jr. and owns eight AM's and eight FM's. **Buyer** is headed by Paul Rothfuss and also owns two AM's and seven FM's. KFOR is fulltimer on 1240 khz with 1 kw. KFRX is on 102.7 mhz with 100 kw and antenna 430 feet above average terrain. *Brokers: R.C. Crisler Co.* and *The Mahlman Co.*

WRHD(AM)-WRCN-FM Riverhead, N.Y. □ Sold by Richard I. Adrian to East Shore Acquisition Corp. Price was not given but industry sources estimate value at $5.2 million. **Seller** has no other broadcast interests. **Buyer** is owned by Gary Starr, former station manager, who has no other broadcast interests. WRHD is on 1570 khz with 1 kw-D. WRCN-FM is on 103.9 mhz with 3 kw and antenna 466 feet above average terrain. *Broker: The Mahlman Co.*

WACT-AM-FM Tuscaloosa, Ala. □ Sold by New South Radio Inc. to Taylor Broadcasting for $2.55 million for stock. **Seller** is headed by Clyde Price and has no other broadcast interests. **Buyer** is headed by Stephen Taylor and also owns WIKS(FM) New Bern, N.C., and WTLZ(FM) Saginaw, Mich. It has applications pending to purchase WWGS(AM)-WSGY(FM) Tifton, Ga. WACT is on 1420 khz with 5 kw day. WACT-FM is on 105.5 mhz with 3 kw and antenna 400 feet above average terrain. *Broker: Chapman Associates.*

WMCF(TV) Montgomery, Ala. □ Sold by Word of God Fellowship Inc. to League of Prayer Inc. for $2,395,000. **Seller** is headed by Marcus Lamb, who has no other broadcast interests. **Buyer** is headed by Mary Stewart Relfe and Bernard Stewart, who have no other broadcast interests. WMCF is independent on ch. 45 with 250 kw visual and 60 kw aural and antenna 303 feet above average terrain.

WCWC(AM)-WYUR(FM) Ripon, Wis. □ Sold by Den-

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CABLE'S BUSY WEEK

Broadcasting Aug 21

Vol. 117 No. 8

Cable's busy week... Among many announcements affecting cable industry last week: HBC takes control of Movietime; Turner Broadcaasting System Senior Vice President Robert Wussler resigns to head Comsat Video Enterprises; Lifetime announces it will present 15 world premiere movies beginning next spring. **PAGE 27.**

Book on Barrett... New FCC Commissioner Andrew Barrett is veteran of regulatory give and take and Chicago politics, experience that should arm him for Washington. **PAGE 32.**

Andrew Barrett

On condition... TVX Broadcast Group says renewal of its national sales representation contract with Seltel is conditioned upon Chase Enterprises' purchase of rep firm. **PAGE 30.**

29/ ***NEW VENTURES***

Group W creates Group W Sports Marketing to sell national ads on regional sports networks. Company also joins NBC in announcing hour-long live show as first program to be developed under Group W-NBC joint programing effort.

30/ ***OWN REP***

Independent WXON-TV Detroit drops its national sales representative to begin representing itself in national spot market.

31/ ***TOON TIME***

Walt Disney Studios gives go-ahead to pair of two-hour children's programing blocks that include wraparounds taped at Disneyland and its KHJ-TV Los Angeles.

34/ ***ADVOCATE LOST***

Friends and colleagues mourn death of Telecommunications Subcommittee member Mickey Leland, staunch advocate for disenfranchised.

35/ ***SUMMER LOW***

ABC, CBS and NBC suffer all-time low combined share of total TV households during last half of July and first week of August, as cable and independents share credit for making inroads.

38/ ***SOUND QUALITY***

This third installment in BROADCASTING's continuing series on AM radio examines AM's fidelity factor.

42/ ***CENTEL SALE***

Buyers of Centel Cable Television Co. assets are paying healthy multiples as they bet on room for improvement in operating cash flow.

45/ ***FIBER USES***

Cable Labs seminar in Boulder, Colo., tracks latest development in fiber optics.

46/ ***VOICE FROM WISCONSIN***

Wisconsin Broadcasters Association says cable systems should be required to carry all local full power broadcast stations on first 12 channels.

47/ ***CTAM GATHERING***

Group broadcaster George Gillett and Quantum CEO Robert Pittman are among speakers at Cable Television Administration and Marketing Society convention Aug. 20-23 in Chicago.

48/ ***'THE OZ EFFECT'***

Former news correspondent calls for reestablishment of National News Council to help stop degradation of news standards, especially during political campaigns.

36/ ***HAVE JUDGE, WILL TRAVEL***

Warner Bros.' *People's Court* moves to WPIX(TV) New York; plans to take show on road to number of major cities.

Segment from new 'People's Court' opening

50/ ***EUROPEAN TV TALLY***

Pan-European Television Audience Research survey says time spent watching and number of viewers of satellite TV in Europe is on rise.

71/ ***CHAPTER TWO***

No sooner had Howard Monderer retired as NBC's chief Washington lawyer after 37 years than he became independent law consultant with NBC as his only client. It is relationship he intends to maintain.

DEPARTMENTS

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to use four western slots to offer regional TV or, alternatively, regional data, voice or other services. Action asked for comments on, in words of outgoing FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Complex compromise package of grants allotted 11 channels at each slot to Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. and Dominion Video Satellite, and 27 channels at each to permittees Hughes Communications Inc. and Advanced Communications Corp., both of which had previously been assigned 32 channels. FCC deferred action, pending further inquiry, on petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises.

Comments on paired slot proposal last January were mixed, with most accepting channel limitation but some arguing that FCC must allow 32-channel service from single slot to make any DBS service competitive with cable and broadcast TV. Others said consumers will be willing to buy steerable antennas to receive as many as 128 channels from multiple slots.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

High-Definition TV

Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of $30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research "and development of new methods to display and process HDTV pictures." Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional $50 million to DARPA for HDTV project.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
[illegible]	[illegible]	[illegible]	[illegible]
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
[illegible]	[illegible]	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,5[illegible]	1,832
[illegible]	[illegible]	[illegible]	[illegible]
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Mergers and Acquisitions

- Time Inc. changed its name to Time Warner Inc. upon acquiring 100 million shares of Warner Communications in its $70-per-share tender offer. Time Warner owns 59.3% of Warner on way to absorbing whole company. Close of Time's tender came on July 24, only hours after Delaware Supreme Court upheld lower court ruling refusing request of Paramount Communications to block merger of Time and Warner. Structure of Time Warner's deal to acquire balance of Warner it does not own has yet to be announced. In related litigation, Warner shareholder Chris-Craft Industries contends its approval is necessary for completion of Warner acquisition. Companies are also fighting over nature of distribution of stock of BHC, company owned 57.5% by Chris-Craft and 42.5% by Warner.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for more than $1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of $440 million on sale; minority shareholders in Centel Cable will receive $45.625 per share. Centel expects to close most sales by end of August, following shareholder meeting Aug. 23.

Jack Kent Cooke reached definitive agreements in mid-July to sell his 660,000-subscriber cable operations to a consortium of six buyers. Buying group is nearly same one that signed letter of intent in January to buy systems from Cooke. Between January agreement and July deals, Cooke broke off negotiations, dropped investment banker Drexel Burnham Lambert in favor of Lazard Freres & Co., and put systems up for sale again in hopes of better offers. Sale price said to be $1.58 billion, including value of minority tax certificate, less than 10% higher than January price. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, comprise partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; group associated with Adelphia Communications Corp.; Falcon Cable TV, and Chambers Communications. InterMedia announced agreement in principle in early August to sell Tennessee systems it is acquiring to E.W. Scripps Co.

QVC Network will acquire rival cable home shopping service CVN Companies according to definitive agreement announced July 10. Deal, in which CVN shareholders would receive $19 cash plus one-eighth of one share of QVC for each of their shares, values CVN at more than $440 million. Merger requires shareholder approvals; transaction is expected to close in September.

Errata

In story concerning off-network sitcoms on cable (Aug. 7, 1989), **Steve Leblang,** vice president, Fox Television Stations, was misquoted as saying local stations renewing shows after their appearance on cable would probably renew at "substantially higher prices." Leblang **said shows were likely to be renewed at significantly *lower* prices.**

□

McFarland referred to in Aug. 14 article on Arbitron's MediaWatch (page 65) is **Doug McFarland**, Arbitron vice president, television station sales.

□

Raycom Sports' broadcast rights deals for Atlantic Coast, Big Eight, Southwest, Big Ten and Pac-10 conference **college basketball** each extends through at least next five seasons. **None will be up for renegotiation next year,** as reported Aug. 14.

□

Aug. 14 "Closed Circuit" rundown on departing FCC officials misreported ambitions of General Counsel **Diane Killory.** She **may go to work for business, but not necessarily as lawyer.** Also, she anticipates remaining at FCC for "several months."

formation: (212) 768-7050.

Sept. 13—*USA Network* affiliate marketing seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 13-16—*Radio-Television News Directors Association* 44th annual international conference and exhibition. Speakers include Ted Turner, Turner Broadcasting System, keynoter Andrea Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

Sept. 14—Seventh annual Everett C. Parker Ethics in Telecommunications lecture, co-sponsored by *Office of Communication of United Church of Christ* and *National Council of Churches, Communication ~~Commission~~*. Speaker: Tony Schwartz. Interchurch Center, New York. Information: (212) 683-5656.

Sept. 14—*USA Network* local ad sales seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 14—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

Sept. 14—*MTV Networks'* local advertising sales workshop. Marriott Harbor Beach, Fort Lauderdale, Fla.

Sept. 15—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

Sept. 16—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*North Jersey Press Club* meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

Sept. 16-19—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

Sept. 17—~~41st~~ annual prime ~~time Emmy awards~~ telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

■ **Sept. 17-19**—*National Association of State Radio Networks* fall board meeting and general membership "fly-in." Information: (404) 255-7861.

Sept. 17-19—*Kentucky Cable TV Association* annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

Sept. 17-22—*American Advertising Federation* second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

Sept. 18-20—*Association of National Advertisers* creative advertising, media strategy and promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

Sept. 19—*Cabletelevision Advertising Bureau* local sales workshop. Dallas Parkway Hilton, Dallas. Information: (513) 752-4400.

Sept. 19-20—*Washington Journalism Center* conference for journalists, "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. ~~Information: (202)~~ 337-3603.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 21—*Cabletelevision Advertising Bureau* local sales workshop. Los Angeles Airport Marriott, Los Angeles. Information: (513) 752-4400.

The Fifth Estate
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incorporating
TELEVISION

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Syndication■Marketplace

Courtroom strip *The Judge* has been cleared by 102 television stations, representing 73.4% of U.S., distributor **Genesis Entertainment** announced. First-run drama has firm production commitment for its fourth syndicated season and has been purchased in 20 of top 25 markets. New market clearances on major independent stations are WNYW-TV New York, WXON-TV Detroit, KTSW-TV Seattle, KPHO-TV Phoenix, WSVN-TV Miami and KETV-TV San Diego. New network affiliate signings include KXAS-TV Dallas, KPRC-TV Houston, WSB-TV Atlanta, KTVI-TV St. Louis, WJZ-TV Baltimore, WDSU-TV New Orleans and KTVX-TV Salt Lake City.

Genesis Entertainment is division of Gannaway Enterprises Inc., which syndicates *Highway to Heaven*, *The Great Escape* and *The Byron Allen Show*.

□

Republic Pictures Domestic Television's feature film package, Republic Premiere One, featuring 12 made-for-TV movies such as *Indiscreet* (starring Robert Wagner and Leslie Anne-Down), *Mistress* (featuring Victoria Principal) and *Promised A Miracle* (with Rosanna Arquette and Judge Reinhold), has been picked up by five additional stations, increasing its clearance to over 25 stations representing 54% coverage. Package is offered to stations with an initial barter window of two runs over four weeks, and stations can receive "cash back-end" license term of three runs over three years. Individual titles will be available between 1990 and 1995.

Republic also announced that Color Movies II, eight-film package of colorized features, has been picked up in five additional markets, raising U.S. coverage to 26%. Tinted classics include John Wayne in "Fighting Seabees," Jimmy Stewart in "It's A Wonderful Life," Ava Gardner in "One Touch of Venus" and Kirk Douglas in "Champion." Color Movies II is available for two airings per station in five-week windows, and is being sold on barter basis (11½ minutes national, 12 minutes local).

ITC Domestic Television secured clearances for its new feature film package Volume VIII on WGN-TV Chicago, WSBK-TV Boston and WJLA-TV Washington, bringing its clearance record to 24 of nation's top 25 markets. Included in package is "The Big Easy," "Volunteers," "Target," "Rent-A-Cop" and "The Flamingo Kid." Volume VIII consists of 18 titles, and is being offered on cash-plus-barter basis (12 minutes national, 12 local) beginning in November 1989. After initial two barter runs, entire package will be sold for cash. ITC is offering titles for eight runs over six-year period including two previous runs.

□

Fox/Lorber, which syndicates *Michelob Presents Night Music*, said program has been cleared in 69 markets (over 70% of country) for 1989-90 season, its second season on air. New stations in top 10 markets include KDAF-TV Dallas and WTFX-TV Philadelphia.

□

King World said Jack Anderson will join *Inside Edition* as investigative correspondent. Company also said Ralph Nader will also return to show in its second season as occasional commentator. Both developments were announced two weeks after arrival of Av Westin to KWP, as senior vice president in charge of reality programing (BROADCASTING, July 31).

□

Catalina Production Group Ltd., headed by actor-producer Gregory Harrison and producer-manager Franklin R. Levy, has entered into agreement with Lorimar Television to develop all forms of television series programing. First project of association will be co-venture between Lorimar Television and MGM Television to develop series for CBS, in which Harrison will star and serve, along with Levy, as executive producer.

NBC wins prime time, CBS takes news

NBC's 20.6/10.9 rating/share took week 47, with ABC recording a 9.8/18.4 for second place and CBS a 9.1/17.1 for third. In the evening news race, CBS was first with 9.0/20, followed by ABC with an 8.7/19 and NBC with 8.3/19.

Nielsen		Net	Show
1	18.7/33	A	Roseanne
2	17.8/33	N	Cheers
3	15.6/29	A	Wonder Years
4	15.5/28	N	Dear John
5	15.3/30	N	A Different World
6	14.5/25	A	Coach
7	14.5/30	N	Golden Girls
8	14.4/30	N	Cosby Show
9	14.0/28	A	Who's the Boss
10	13.9/28	N	Empty Nest
11	13.8/27	A	20/20
12	13.4/29	C	60 Minutes
13	13.1/27	A	Mr. Belvedere
14	13.0/25	N	Special: Fatal Addictions
15	13.0/24	N	Night Court
16	12.9/25	A	Just the Ten of Us
17	12.9/25	N	L.A. Law
18	12.7/21	C	Designing Women
19	12.6/27	A	Full House
20	12.6/22	C	CBS Sunday Movie
21	12.5/25	A	Perfect Strangers
22	12.5/21	C	Newhart
23	12.4/25	N	227 special
24	12.4/22	N	Hogan Family
25	12.1/23	N	Unsolved Mysteries
26	12.0/20	A	ABC Monday Night Movie
27	11.9/22	N	ALF
28	11.8/20	C	Murphy Brown
29	11.7/21	C	Jake and the Fat Man
30	11.6/22	C	Matlock
31	11.4/21	N	Midnight Caller
32	11.4/19	N	NBC Monday Night Movie
33	11.3/20	N	In the Heat of the Night
34	11.2/22	A	Growing Pains
35	10.9/21	A	Head of the Class
36	10.6/19	A	MacGyver
37	10.6/18	F	Married... with Children
38	10.4/22	N	Oh, Henry
39	10.0/18	F	Totally Hidden Video
40	9.9/16	A	ABC Sunday Night Movie
41	9.9/18	C	Married to the Mob
42	9.7/19	C	48 Hours
43	9.5/16	A	Primetime Live
44	9.4/17	C	CBS Tuesday Movie
45	9.4/17	N	Knight and Daye
46	9.1/17	A	thirtysomething
47	9.0/19	N	13 East
48	9.0/17	F	America's Most Wanted
49	8.7/15	N	NBC Sunday Night Movie
50	8.3/15	C	Equalizer
51	8.2/15	A	Robert Guillaume Show
52	8.2/15	N	My Two Dads
53	8.1/15	A	China Beach
54	8.0/15	C	Kate & Allie
55	8.0/16	N	NBC Movie of the Week
56	7.9/15	C	Smothers Brothers
57	7.8/15	C	Family Ties
58	7.7/14	A	Mission: Impossible
59	7.7/14	A	Hooperman
60	7.6/14	C	Wiseguy
61	7.5/14	C	Best of Knots Landing
62	7.5/17	N	Amen
63	7.3/14	C	CBS Friday Movie
64	7.2/15	C	West 57th
65	7.2/15	N	Magical World of Disney
66	6.8/12	C	Ed Begley Jr. Show
67	6.6/13	C	CBS Summer Playhouse
68	6.4/11	F	Tracey Ullman
69	6.3/13	A	San Berdoo
70	6.2/14	C	Paradise
71	6.0/12	C	Tour of Duty
72	5.5/12	C	Beauty and the Beast
73	5.5/12	F	Cops
74	5.4/11	F	21 Jump Street
75	5.2/10	A	A Man Called Hawk
76	5.0/10	A	ABC Saturday Night Movie
77	4.6/8	F	Garry Shandling's Show
78	4.4/9	A	Incredible Sunday
79	3.9/8	F	Reporters
80	3.6/7	F	Duet

Syndication * Scorecard

(Week ending Aug. 6)

1.	11.8	Wheel of Fortune, syn.	229	98
2.	11.0	Jeopardy!	213	99
3.	9.0	Cosby Show	198	98
4.	8.9	Oprah Winfrey special	216	99
5.	8.4	Star Trek	228	97
6.	8.0	TV Net Movie	187	96
7.	7.3	Wheel of Fortune-wknd	209	92
8.	7.0	Current Affair	146	90
9.	6.8	Entertainment Tonight	170	94
10.	5.7	Donahue	228	98
11.	5.4	Geraldo	201	99
12.	5.4	Wake of the Red Witch	153	95
13.	5.3	People's Court	186	92
14.	5.1	Mama's Family-syn	192	92
15.	5.1	Nat. Geo on Assignment	131	92
	9.9	World Wrestling Fed.	248	97

* Nielsen syndicated weekly pocketpiece

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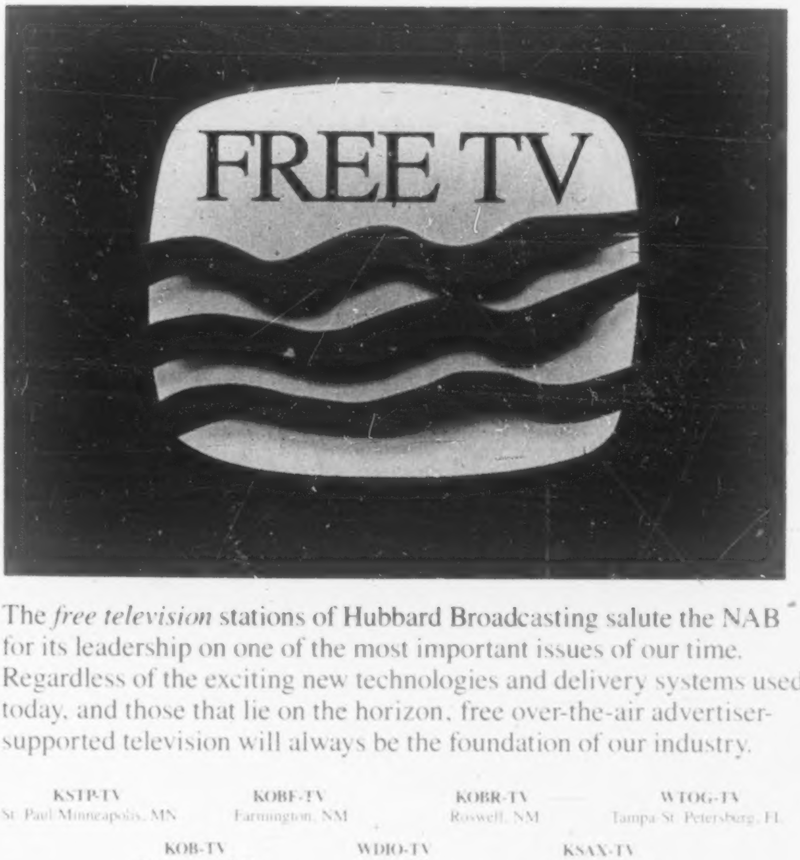
C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 28

Thanks, NAB!



The *free television* stations of Hubbard Broadcasting salute the NAB for its leadership on one of the most important issues of our time. Regardless of the exciting new technologies and delivery systems used today, and those that lie on the horizon, free over-the-air advertiser-supported television will always be the foundation of our industry.

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58th Year 1989

CBS takes '94 winter Olympics for $300 million

FCC going all out on indecency

Broadcasting Aug 28

Vol. 117 No. 9

FCC goes after indecency...

FCC initiates actions against three radio stations and their "shock jocks" for airing programing commission finds may be indecent. **PAGE 27.**

Calling all cops...

MCA revives *Dragnet* and *Adam 12* for its owned station in New York, WWOR-TV. If shows are well received there, plan is to take them into national syndication. **PAGE 28.**

And then there were four...

New FCC Commissioner Sherrie Marshall, sworn in last week, is philosophically in tune with new FCC Chairman Alfred Sikes. **PAGE 30.**

L-r: Sherrie Marshall, Patricia Hunter (Marshall aide) and James Quello

32/ FILLING MIDDAY

TV stations, especially NBC's, alter their noon time periods, experimenting with newscasts, softer news and information shows, or various syndicated product.

29/ GAMES FROM NORWAY

CBS buys U.S. television and radio rights for 1994 winter Olympics in Lillehammer, Norway, for $300 million.

34/ CABLE REVIEW

CTAM panelists address industry issues, including service and programing.

32/ FOREIGN CORRESPONDENT

Television coverage of Voyager 2 space probe's visit to planet Neptune provides dramatic images, such as storm on planet's surface, shown above.

33/ CUSTOMER SATISFACTION

Broadcaster George Gillett tells Cable Television Administration and Marketing Society gathering in Chicago that cable needs to get its act together and improve customer service.

38/ GETTING PRIMED

Syndicators ready for access shootout as successful returning programers battle against hopeful newcomers.

39/ STEADY AS THEY GO

Licensing costs for feature presentations appear to be holding stable in comparison to rising costs of other prime time programing.

47/ AM ANSWERS?

According to some, expanding AM band will give all AM stations boost, particularly daytimers. FCC has different idea.

48/ NPR DEFECTION

Second show in two weeks leaves National Public Radio for American Public Radio distribution—move that some say signals new competitive environment for public radio programing producers.

50/ STAR WATCHING

Executives of newly created Unistar radio programing network explain logic of merger.

51/ NEXT STEP

Warner and Time move one step closer to completing merger announced in March.

56/ CONTROLLING THE VERTICAL

Burbank, Calif.-based Airtrax battles Nielsen over use of line 22 of TV's vertical blanking interval.

58/ EASTERN SHOW

Southern Cable Television Association officials expect nearly 4,000 to attend Eastern Cable Show in Atlanta.

79/ 'LETHAL' WEAPON

Genesis Entertainment Chairman and CEO Gary Gannaway's business ambitions include making Genesis "most lethal"—read "effective"—TV program marketing company in business.

80/ NEW LEADER

Roy Stewart is named chief of FCC Mass Media Bureau.

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are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. However, proposal has garnered little support in comments.

Compulsory License

FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programing services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But former FCC Chairman Dennis Patrick, who pushed for recommendation, was unable to affirm vote in final year of chairmanship because FCC Commissioner James Quello, who provided second vote, began having second thoughts.

Commissioner Patricia Diaz Dennis continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

Issue is now in hands of newly constituted commission led by Chairman Alfred Sikes. He says he has open mind on issue. National Telecommunications Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition, which is contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

At present, barriers to Bell Regional Operating Companies crossownership include not only Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Thus far, it has granted four waivers.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

High-Definition TV

Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of $30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional $50 million to DARPA for HDTV project.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

International

New European transfrontier broadcast law

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL*
Commercial AM	**4,957**	**261**	**5,218**
Commercial FM	**4,210**	**753**	**4,963**
Educational FM	**1,398**	**252**	**1,650**
[illegible]	[illegible]	[illegible]	[illegible]
FM translators	**1,769**	**318**	**2,087**
Commercial VHF TV	**547**	**23**	**570**
Commercial UHF TV	**527**	**213**	**740**
Educational VHF TV	**122**	**5**	**127**
Educational UHF TV	**218**	**26**	**244**
[illegible]	[illegible]	[illegible]	[illegible]
VHF LPTV	**300**	**205**	**505**
UHF LPTV	**324**	**1,508**	**1,832**
[illegible]	[illegible]	[illegible]	[illegible]
VHF translators	**2,722**	**121**	**2,843**
UHF translators	**2,133**	**443**	**2,576**

CABLE†	
Total subscribers	**50,897,000**
Homes passed	**73,900,000**
Total systems	**8,000**
Household penetration†	**56.4%**
Pay cable penetration	**29.4%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

■ **Oct. 4**—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Chloe Aaron, VP-television, WNYC Communications Group. Copacabana, New York. Information: (212) 768-7050.

Oct. 4-6—*National Broadcast Association for Community Affairs* annual convention. Eldorado hotel, Santa Fe, N.M. Information: (505) 764-2592.

Open Mike

AM: attitude modification

EDITOR: Judging from recent articles and letters in BROADCASTING concerning AM's, I feel an adjustment of the AM mental set is in order. AM's can and are doing well. During the past two years, I have closed four standalone, suburban AM sales in the Houston ("Houston?" you say!) market. "How?" you say. Because, to paraphrase Stan Raymond, quoted in your Aug. 7 issue: "The buyers found their niche." In a market served by 49 stations, these four AM's experienced and benefited from "attitude modification" through more creative programing.

I concur that AM technical improvements will be a boost, but all the bells and whistles imaginable will fall short unless and until we all realize that AM radio plays a strong, viable role in the future of the Fifth Estate.—*John W. Saunders, John W. Saunders Mergers & Acquisitions, Houston.*

Grammatical error

EDITOR: You went overboard in your Aug. 14 editorial when you offered "73's" to new FCC Chairman Al Sikes. That translates to "Best regardses" since the expression is already plural.

If you want to greet Ms. Marshall in similar fashion, stick with "88."—*Perry Williams, W1UED, Washington coordinator, American Radio Relay League, Newington, Conn.*

Call for reregulation

EDITOR: My friend Sol Schildhause poses the question in his Aug. 7 "Monday Memo": "Who's around to care about whether the consumer would be served by open and honest competition in the cable business?" The question presupposes that "open and honest competition" exists in the communications industry whereas, in fact, effective competition does not and will not exist absent revitalized antitrust enforcement. So to whom can the consumer look for protection? Certainly not to a regulatory agency dedicated to deregulation.

The answer is abundantly clear: Only reregulation will protect the consumer, whether the consumer is a cable subscriber, a television viewer or a radio listener. But reregulation will be meaningless unless it entails a strong legislative mandate, implemented by agency regulations and procedures and vigorous enforcement which will truly serve the consumer.

Legislators must rise to their oversight responsibility and recognize the imperative need for communications reregulation. This means that legislative action be taken to insure the protection of the consumer. Only then will the public interest standard enunciated in the Communications Act have meaning.—*Reuben Lozner, Chevy Chase, Md.*

Shortwave suggestion

EDITOR: Congressman Matthew Rinaldo's introduction of H.R. 1136, the Broadcast Radio Quality Improvements Act of 1989, with its counterpart in the Senate under Senator Robert Packwood's able wing, is a breath of fresh air for the crippled AM radio industry in the U.S.

The visionary bill among other things helps insure parity by "outlawing" FM-only radios, or FM stereo and AM mono on the same chassis. Another important element that should be added to H.R. 1136 is continuous coverage reception of the AM international broadcast bands. [They could be] easily included through digital phase-locked loop and direct access tuning and give AM complete parity.

The ability to receive diverse and expanding international AM broadcast services will enable listeners to hear news and information and cultural broadcasts from around the globe. This enhancement will create more interest and usage of the AM band.

Congress's next move should be to unfreeze and permit the use of low-power, fixed frequency (1-10 kw), high frequency AM usage for domestic broadcasts to local operators, permitting AM or FM stations a relay, or standalone stations, which would increase their local service areas and provide the inducement of listeners [in a community], U.S. and maybe globally, the fun of trying to "DX" or log these broadcast stations from afar.

These stations could be beacons of good will presenting local information attractive to many interests. Thus we have a true cost-effective replacement for the clear channel AM stations that catapulted the broadcast industry into prominence and have recently become endangered and obliterated.

Please write your senator and congressmen today and give input on one of the most important pieces of legislation to affect the broadcast industry since 1934.—*Dickson Norman, chairman and chief executive officer, NDXE Global Radio, Opelika, Ala.*

The Fifth Estate
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incorporating
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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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age, Faulstich noted Walter Matthau's return to television for the first time in 25 years with *Incident at Lincoln Bluff*, *No Place Like Home* (starring Jeff Daniels and Christine Lahti), dealing with the "plight of the homeless," and *So Proudly We Hail*, examining the neo-Nazi movement in America today. Another high on Faulstich's list is *Pied Piper*, which features Peter O'Toole and Mare Winningham in a World War II story about an Englishman who escorts a band of children out of war-torn France.

Masucci counted 45 made-fors (including five two-hour pilots) on NBC's new season calendar, some nine more than last season. Two of the presentations are foreign co-productions, *Ernest Hemingway's The Old Man and The Sea* (a joint venture between Green Pond Productions and Yorkshire Television of England) and *A Connecticut Yankee in King Arthur's Court* (a SchaeferKarpf Production in association with Britain's Consolidated Entertainment). All features will be two hours long.

Among features topping Masucci's list: *Murder in Mississippi* (starring Tom Hulce and Blair Underwood), about the relationship between white volunteer Mickey Schwerner and black civil rights activist James Chaney, two of the three civil rights activists murdered in 1964. *Last Flight Out* deals with the true story of seven Americans involved in the rescue of 500 civilians escaping Saigon at the end of the Vietnam War; *The Odd Couple*, which reunites former TV series stars Jack Klugman and Tony Randall; *Howard Beach: Making the Case for Murder*, which is about Joe Hynes, the Howard Beach, N.Y., special prosecutor who investigated the high-profile death of a black man in the mostly white, blue-collar community, and *The Dreamer of Oz: The L. Frank Baum Story*, a biographical look at the author of "The Wizard of Oz" and the personal experiences that led him to create the classic characters. **—MF**

Back to school

The Satellite Educational Resources Consortium (SERC) will launch its direct-to-school satellite educational programing service on Sept. 5. The consortium of state public broadcasting organizations will deliver 1,900 hours of satellite instruction to 19 states and four cities through the federally funded Star Schools program, a program not provided with continuing funds in the House version of 1992 federal appropriations. The curriculum includes probability and statistics, physics and Japanese. According to the Corporation for Public Broadcasting, public TV is spending more than $9 million on education in 1989, including the 1,900 SERC hours and, additionally, approximately 1,300 hours of in-school programing distributed via satellite to more than 23 million students in 42 states.

NBC wins week 48; Big Three deliver 28.2 million households

For week 48 (ended Aug. 20), NBC took the prime time week with a 12.0 rating and a 22.5 share. CBS and ABC tied for second place, scoring a 9.6/18 and a 9.6/18.2 respectively. CBS finished first in evening news with an 8.7/19 over both ABC's and NBC's 8.4/19. NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday. CBS won Sunday. NBC finished first in three key demographic groups: households, with a 10.2 rating over ABC's and CBS's 9.6; viewers 2-plus, with a 7.4 over ABC's 6.0 and CBS's 5.7, and women 18-49, with a 7.8 over ABC's 6.2 and CBS's 5.4. ABC came in first with men 18-49, scoring a 5.6 over NBC's 5.4 and CBS's 4.0.

While the top-rated show for TV households was NBC's *Cheers* (18.8 rating), for viewers 2-plus the top spot belonged to ABC's *Roseanne*, which scored a 12.0 rating. Women 18-49 put *Roseanne* on top with a 16.3. Men 18-49 gave the program first place with an 11.0.

- In other ratings time periods, ABC's *Good Morning America* and NBC's *Today Show* tied for first place in early morning, each posting a 3.6/19. CBS's *This Morning* had a 1.9/10. For Saturday morning children's programing, ABC was first with a 3.6/16, while NBC had a 2.9/13 and CBS had a 2.6/12. NBC's *Tonight Show* pulled a 6.1/18 during late night, outpacing ABC's *Nightline* (3.9/11) and CBS's *Pat Sajak Show* (3.5/11). For early morning news, NBC's *News at Sunrise* came in first with a 1.7/22 while ABC's *World News This Morning* was second with 1.6/20.

- In the Arbitron metered markets, *Roseanne* took first place in New York, Houston, Miami, Detroit and Boston. NBC's *Cheers* took Atlanta, Cleveland, L.A. and San Francisco. In the remaining five markets, CBS's Broncos-49ers preseason game took the top spot in Denver. The Cowboys-Raiders preseason game, shown on NBC, won out in Dallas. In Chicago, the Bears-Dolphins game on ABC came in first. In Philadelphia, ABC's *Who's the Boss?* claimed the prize. In Washington NBC's *Cosby Show* finished out on top.

Nielsen		Net	Show
1.	18.8/34	N	Cheers
2.	18.7/31	A	Roseanne
3.	16.8/28	N	Golden Girls, special
4.	16.6/29	A	Wonder Years
5.	16.3/29	N	FM preview
6.	15.8/30	N	Different World
7.	15.5/32	N	Cosby Show
8.	15.2/29	A	Who's the Boss?
9.	14.5/29	N	Empty Nest
10.	14.4/24	A	Anything but Love
11.	14.2/28	N	Golden Girls
11.	14.2/25	N	Night Court
13.	14.1/26	C	Murder, She Wrote
14.	14.0/23	N	Knight and Daye Special
15.	13.8/30	C	60 Minutes
15.	13.8/27	N	Unsolved Mysteries
15.	13.8/25	N	News Special: Gangs, Cops, part 1
18.	13.6/23	N	Empty Nest special
19.	13.1/23	N	NBC Sunday Movie
20.	13.0/22	C	CBS Monday Movie
21.	12.9/24	N	L.A. Law
22.	12.8/27	A	Mr. Belvedere
22.	12.8/22	N	Hogan Family
24.	12.6/28	A	Full House
24.	12.6/25	A	Just the Ten of Us
24.	12.6/22	N	Matlock
27.	12.5/23	N	ALF
28.	12.4/25	A	20/20
29.	12.3/25	A	Perfect Strangers
29.	12.3/23	N	News Special: Gangs, Cops, part 2
31.	12.1/21	N	Nikki and Alexander
32.	11.7/21	C	Jake and the Fatman
33.	11.6/24	N	Hunter
34.	11.5/21	N	Baby Boom, special
35.	11.4/20	C	CBS Tuesday Movie
35.	11.4/20	C	Designing Women
37.	11.2/19	C	CBS Sunday Movie
38.	11.1/22	A	Growing Pains
38.	11.1/20	A	NFL Preseason Football
40.	11.0/21	A	Head of the Class
41.	10.5/19	A	ABC Sunday Movie
42.	10.4/19	C	People Magazine on TV
43.	9.9/18	C	Kate and Allie
44.	9.3/19	N	13 East
44.	9.3/17	A	Primetime Live
44.	9.3/16	F	Married...With Children, special
47.	8.9/16	N	Saved by the Bell, preview
48.	8.8/17	F	America's Most Wanted
48.	8.8/16	A	thirtysomething
50.	8.7/17	C	43 Hours
51.	8.4/16	N	Family Ties
52.	8.2/18	N	Amen
53.	8.1/16	N	NBC Friday Movie
54.	7.8/15	C	Best of Knots Landing
55.	7.6/16	A	NFL Preseason Football
55.	7.6/14	A	Mission: Impossible
57.	7.3/15	A	ABC Mystery Movie
57.	7.3/14	A	China Beach
57.	7.3/14	C	Smothers Brothers, Fun and Games
60.	7.2/13	C	Equalizer
61.	7.0/15	N	Father Dowling, special
62.	6.9/12	A	Hooperman
63.	6.8/14	C	CBS Friday Movie
63.	6.8/12	A	Coach
65.	6.5/14	N	Magical World of Disney
66.	6.4/13	A	Man Called Hawk
67.	6.2/13	F	Cops
68.	6.0/13	C	Paradise
68.	6.0/11	C	CBS Summer Playhouse
70.	5.7/10	A	MacGyver
71.	5.4/9	F	Duet
72.	5.3/11	A	ABC Family Classic, special
73.	5.2/11	F	Reporters
74.	5.1/11	F	21 Jump Street
75.	4.9/10	A	Trans-Antartica International Exp
76.	3.8/7	F	Tracey Ullman Backstage
77.	3.0/6	F	Beyond Tomorrow

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Syndication Scorecard *

(Week ending Aug 13)

1.	11.8	Wheel of Fortune, synd.	226	98
2.	10.5	Jeopardy!	213	99
3.	8.9	Cosby Show	198	98
4.	8.7	Star Trek	230	97
5.	7.6	Wheel of Fortune, wknd.	205	91
6.	7.5	Oprah Winfrey Show	212	98
7.	7.1	Current Affair	148	91
8.	6.6	Entertainment Tonight	172	95
9.	5.9	Geraldo	200	98
10.	5.4	Donahue	227	99
11.	5.2	Mama's Family, synd.	182	93
11.	5.2	Star Search	143	94
13.	5.1	People's Court	190	95
14.	4.7	Family Feud, synd.	131	87
15.	4.5	Charles in Charge, synd.	127	92

The following programs are included, but not ranked:

10.5	National Baseball Network	96	89
5.9	Wrestling Network	158	91
10.9	World Wrestling Fed.	252	97

C1750 -1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 4

This month
more than 160 stations
will show 'em
"Who's The Boss?"

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Columbia Pictures Television
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58th Year 1989

TV's programing industry
gets ready to go
all out

Broadcasting Sep 4

Vol. 117 No. 1

What's ahead for fall...

ABC, NBC, CBS and Fox prepare for 1989-90 prime time square-off. **PAGE 27.** BROADCASTING charts fall schedules on **PAGES 28, 29.**

Souped up summer...

NBC and CBS consider restructuring pilot process and other changes to create more summer programing. **PAGE 30.**

Sorting out indecency issue...

FCC's indecency stand meets with mixed reaction from station group managers and disk jockeys. **PAGE 32.**

31/ *NATPE PREVIEW*

Producers and distributor's ready product for sale at NATPE International convention next January.

33/ *SPANISH TV*

Spanish government authorizes three new commercial TV networks to compete with Spain's state commercial channels.

38/ *MOVE OVER, MICKEY MOUSE*

Walt Disney Co. acquires Jim Henson Associates,

Disney's Michael Eisner (l) and Jim Henson

entering long-term exclusive production arrangement with creator of Muppets.

33/ *ONE FOR MCCAW*

McCaw Cellular Communications wins battle in its hostile tender offer for LIN Broadcasting Corp., although it still does not possess controlling block of company.

33/ *COMBOS FOR SALE*

Noble Broadcast Group puts its AM-FM combos on Long Island, N.Y., and in New Haven, Conn., on block.

34/ *TOUGH ISSUES*

Network television focuses on some of most difficult domestic issues confronting America—race and drugs.

44/ *BIG TIME IN THE BIG EASY*

Among highlights of National Association of Broadcasters Radio '89 in New Orleans Sept. 13-16: more than 70 panels on industry issues, engineering conference and awards ceremony.

45/ *SOVIET POST CARDS*

American radio stations broadcast live reports to U.S. from Soviet Union.

47/ *MOVING UP*

FCC veteran Roy Stewart

moves into top spot at Mass Media Bureau.

49/ *NEXT TARGETS*

FCC identifies 16 more radio stations as potential targets for indecency action.

52/ *FAIRNESS SUPPORT*

Syracuse Peace Council and others petition Supreme Court for review of FCC's fairness doctrine decision, saying they cannot think of case "of greater importance" to regulation of broadcasting.

55/ *EASTERN CABLE*

Among highlights of Eastern Cable Show are DBS, syndex, customer service issues.

58/ *MURDOCH MARKET*

Rupert Murdoch attacks British system of TV duopoly, defends American television model and espouses his vision of market-driven media industry.

59/ *PLAYBOY OVERSEAS*

Alta Loma Productions division of Playboy Enterprises moves into international broadcast television distribution.

60/ *PROXY REPORT*

Proxy statement filed for upcoming shareholder meeting details sale of MGM/UA Communications Co. to Qintex Group.

60/ *GAINING INTEREST*

Group of investors led by former King World Productions executive Stuart Hersch reaches agreement in principle to buy minority interest of Kushner-Locke Co.

79 *NEXT GENERATION*

He was member of original MTV development team. Now, as chairman and CEO of MTV Networks, Tom Freston heads growing entertainment group that has its MTV, and more.

DEPARTMENTS

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vices

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But former FCC Chairman Dennis Patrick, who pushed for recommendation, was unable to affirm vote in final year of chairmanship because FCC Commissioner James Quello, who provided second vote, had second thoughts.

Commissioner Patricia Diaz Dennis continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

Issue is now in hands of newly constituted commission led by Chairman Alfred Sikes. He says he has open mind on issue. National Telecommunications and Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

Another barrier to Bell Regional Operating Companies' crossownership is modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Thus far, it has granted four waivers.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

■ Nationwide Communications has committed "substantial investment" to United States Satellite Broadcasting Co., Hubbard Broadcasting's proposed high-power direct-to-home satellite TV service.

FCC commissioners on Aug. 2 granted 11 pairs of channels to each of four new direct broadcast satellites (DBS) and approved use of that high-power spectrum for services other than direct-to-home TV. Acting on latest (fifth) round of applications, FCC adopted policy of allocating to each applicant and permittee channels at two orbital slots—one in east, from which services can reach all 50 states, and one in west, from which only western half of continental U.S. (half-conus) can be reached. DBS operators will be allowed to offer full or half-conus services and to use four western slots to offer regional TV or, alternatively, regional data, voice or other services. Action asked for comments on, in words of outgoing FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Complex compromise package of grants allotted 11 channels at each slot to Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. and Dominion Video Satellite, and 27 channels at each to permittees Hughes Communications Inc. and Advanced Communications Corp., both of which had previously been assigned 32 channels. FCC deferred action, pending further inquiry, on petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises.

Comments on paired slot proposal last January were mixed, with most accepting channel limitation but some arguing that FCC must allow 32-channel service from single slot to make any DBS service competitive with cable and broadcast TV. Others said consumers will be willing to buy steerable antennas to receive as many as 128 channels from multiple slots.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
■ Total Radio	10,565	1,266	11,831
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
■ Total TV	1,414	2670	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Datebook

■ *indicates new listing*

This week

Sept. 6—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Thomas Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-7050.

Sept. 7—*USA Network* local ad sales seminar. Ritz-Carlton, Houston. Information: (213) 277-0199.

Sept. 8—*USA Network* local ad sales seminar. Dallas-Fort Worth. Information: (213) 277-0199.

Sept. 8-11—*National Association of Telecommunications Officers and Advisers* ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

Also in September

Sept. 11-13—*Wireless Cable Association* convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7823.

Sept. 12—Presentation of News and Documentary Emmy Awards, sponsored by *National Television Academy.* Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

Sept. 12—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by *New York Festivals.* Information: (914) 238-4481.

Sept. 12—*MTV Networks'* local advertising sales workshop. Westin Lenox, Atlanta.

Sept. 12—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (914) 682-0050.

■ **Sept. 12**—*Federal Communications Bar Association* luncheon. Speaker: Preston Padden, president, Association of Independent Television Stations. Washington Marriott, Washington.

Sept. 12-13—Media workshop, "Exploring the Frontiers of Media," sponsored by *Association of National Advertisers.* Plaza hotel, New York. Information: (212) 697-5950.

Sept. 12-15—*National Association of Black Owned Broadcasters* 13th annual fall broadcast management conference. Theme: "Broadcasting in the 1990's—Getting Ready." Ramada Renaissance hotel, Washington. Information: Ava Sanders, (202) 463-8970.

Sept. 13—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Kay Koplovitz, president and CEO, USA Network. Copacabana, New York. Information: (212) 768-7050.

Sept. 13—*USA Network* affiliate marketing seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters.* New Orleans.

Sept. 13-16—*Radio-Television News Directors Association* 44th annual international conference and exhibition. Speakers include Ted Turner, Turner Broadcasting System; keynoter Andrea Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

Sept. 14—Seventh annual Everett C. Parker Ethics in Telecommunications lecture, co-sponsored by *Office of Communication of United Church of Christ* and *National Council of Churches, Communication Commission.* Speaker: Tony Schwartz. Interchurch Center, New York. Information: (212) 683-5656.

Sept. 14—*USA Network* local ad sales seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 14—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

Sept. 14—*MTV Networks'* local advertising sales workshop. Marriott Harbor Beach, Fort Lauderdale, Fla.

Sept. 15—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair.* Information: (312) 281-4988.

Sept. 15—Deadline for company entries in New York Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter.* Information: (212) 768-7050.

■ **Sept. 15**—"Broadcasting & Cable: Together into the 1990's," seminar sponsored by *NATPE International's Educational Foundation.* Hyatt Regency, San Francisco. Information: (213) 965-1990.

Sept. 16—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*North Jersey Press Club* meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

Sept. 16-19—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

Sept. 17—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences.* Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 17-19—*National Association of State Radio Networks* fall board meeting and general membership "fly-in." Information: (404) 255-7861.

Sept. 17-19—*Kentucky Cable TV Association* annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

Sept. 17-22—*American Advertising Federation* second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

Sept. 18-20—*Association of National Advertisers* creative advertising, media strategy and promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

Sept. 19—*Cabletelevision Advertising Bureau* local sales workshop. Dallas Parkway Hilton, Dallas. Information: (513) 752-4400.

Sept. 19-20—*Washington Journalism Center* conference for journalists, "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

Errata

Buyer and seller of KNIS(FM) Carson City, Nev. ("Changing Hands," Aug. 28), were transposed. Correct information is: **Seller:** Western Inspirational Broadcasting Inc., headed by Norman Kaupp. **Buyer:** Sapphire Broadcasting Inc., headed by Thomas Gammon, president of Americom radio brokers.

□

In Aug. 14 issue, **Farrell Meisel,** vice president, programing, WWOR-TV New York, was misquoted in story regarding Viacom's possible future marketing of off-network *The Cosby Show, Roseanne* and *A Different World.* Meisel actually **said Cosby "has had a tremendous residual effect on our overall schedule."**

□

Newport, N.H., FM sold by RadioActive Group Inc. to Mountain View Broadcasting for $2,000,000 ("Changing Hands," Aug. 28) was **WXXK-FM.**

□

Information on **sales totals** provided to BROADCASTING **for The Ted Hepburn Co.** for Aug. 7 Special Report on brokers inadvertently included only sales in 1989. Correct total for 12 months from July 1988 through June 1989 is **$60,650,000.**

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indicated he will solicit free time from religious stations....'' You then proceeded to give the response from Tim Robertson, CBN President, who said that he would not give time to CLeaR-TV, but would be willing to sell the time.

I believe that by adding Mr. Robertson's comment, you have given the average reader, as well as the advertisers, a distorted viewpoint of the situation. In your Dec. 26, 1988, issue, Mr. Robertson was quoted as saying, "CBN Family Channel, which is primarily an entertainment programing operation, not a TV ministry." How does that qualify Mr. Robertson as a spokesman for religious TV stations?

Perhaps you might be interested in the opinion of someone who actually operates a religious station. It may come as a shock to you to learn that, not only have we aired the program at no extra charge to CLeaR-TV, but we intend to do so several more times.

Yes, I am one of those narrow-minded "religious broadcasters" who believes that our future generations are being destroyed by the sex and violence on the airwaves. And I intend to do everything I can to stop it because, in one way or another, we will all suffer the consequences of it.—*Albert O. Cooper, president, KRPV-TV, Roswell, N.M.*

Positive position

EDITOR: Will the AM broadcasters please do something positive that *justifies* positive press? Mr. Joe Tabback, in his July 24 "Open Mike" letter, asked for positive news in a generally negative industry. "Trafficking" in FCC licenses, or just plain bad management, has sapped the broadcast industry of enthusiasm and its most creative people. Although it would appear that the stations most likely to be considered "revolving doors" get precisely what they deserve, it's time to stop playing "musical chairs" and get down to the business that's been sorely neglected in recent years.

Managers, do something innovative and creative so we *all* benefit. Let positive press be an unintended effect, rather than a goal.—*Alan Boritz, Mahaw, N.J.*

Free for all

EDITOR: In its effort to grant First Amendment rights to television, radio and cable, the Congress is ignoring the same rights of all other Americans.

When granted to a few thousand broadcasters who, by the licensing system, have an exclusivity, it gives that small group a shield of protection against other Americans who have been, or feel they have been, maligned over the air and wish to defend themselves.

The press doesn't have that shield and rightfully has First Amendment rights. If a citizen feels he has been mistreated by a newspaper, or doesn't like its stand, he can do as many have: start another paper.

If First Amendment rights are maintained for broadcasters, shouldn't other Americans be protected by opening the airways to all without governmental interference or licensing?—*Micah P. Smith, Media Marketing Associates Inc., Norman, Okla.*

Doesn't buy it

EDITOR: In response to Simon Goldman's July 31 letter supporting Richard Arsenault's AM rescue:

If your programing on WVMT(AM) Burlington, Vt., is so "superior," Mr. Goldman, how come no one's listening? AM stereo will go the way of FM quadrophonic. What the AM community constantly fails to recognize is that AM's time has come and gone.

The early FM pioneers got no special consideration or cooperation for the scores of years that they struggled with little or no listener base or advertising. No special committees, no special rules, no pie in the sky technological panacea can or will turn around the decline of AM radio.

AM was dominant for a long time. In fact, when I started in radio 12 years ago the markets I was in were still AM-dominated. But slowly, ever so slowly, FM's shares grew and grew.

I own a Class A FM in a Class B market. I knew what I was getting into from the day I signed the papers. Simply put, permitting AM stations to broadcast even on a low-power FM will give you "unfair advantage" as a combo over Class A stand-alones, and then I'll form a PAC and an advisory board to gather support for all Class A standalones in Class B markets to be permitted to add an additional Class A to their license, at no extra cost, *and* create a 50,000-watt AM frequency so that I may "keep pace."

This gets pretty silly when you take a long, sobering look at it.—*Harry Gregor Jr., president, WCZX(FM) Poughkeepsie, N.Y.*

Waiver, no waiver?

EDITOR: Your Aug. 28 "Closed Circuit" regarding regulatory problems with NBC's possible shift in the prime time schedule on the West Coast ("PTAR rears its head") was in error. You correctly note that if NBC stations run network programing at 7-10 p.m., plus the *Tonight Show* starting at 10:30, they will be in violation of the Prime Time Access Rule which limits network programing on the East and West Coasts to three hours from 7 to 11 p.m. However, you are wrong in stating that the "problem could be solved by waiver."

A waiver would be tantamount to declaring that PTAR does not apply to any NBC affiliate on the West Coast, effectively eliminating the access period on those stations. However, even assuming that there was some conceivable public benefit to such a change, it could only be accomplished through waiving rules of general applicability, such as PTAR, except in interest justification. A waiver cannot be used to make sweeping changes in a rule, such as eliminating its applicability in one-fourth of the entire nation.—*Robert M. Gurss, Wilkes, Artis, Hedrick & Lane, Washington, counsel for Program Producers and Distributors Committee.*

Editor's note: *Attorney Gurss's opinion is not held universally. Among others checked by BROADCASTING last week, Chuck Kelley, chief of the FCC Mass Media Bureau enforcement division, said he knows of no reason a group of NBC affiliates could not jointly file for a waiver of PTAR.*

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□

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Stock Index

BROADCASTING

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	509 1/4	503 1/2	5 3/4	01.14	22	8.265
N (CBS) CBS	214 3/8	213	1 3/8	00.64	18	5.056
A (CCU) Clear Channel	12 1/4	12	1/4	02.08	20	47
A (HTG) Heritage Media	4 3/8	3 7/8	1/2	12.90	-3	97
O (JCOR) Jacor Commun.	6 7/8	7	- 1/8	-01.78	-7	68
O (LINB) LIN	107	106	1	00.91	64	5.464
O (OBCCC) Olympia Broad.	2 1/4	2 1/4		00.00		5
O (OSBN) Osborn Commun.	14	13 3/4	1/4	01.81	-12	71
O (OCOMA) Outlet Commun.	28 1/2	28 1/4	1/4	00.88	42	186
A (PR) Price Commun.	6 3/4	6 7/8	- 1/8	-01.81	-3	49
O (SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-5	14
O (SCRP) Scripps Howard	81	79	2	02.53	47	836
O (SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3
O (TLMD) Telemundo	5 1/4	5 1/8	1/8	02.43		88
O (TVXGC) TVX Broadcast	215/16	3	- 1/16	-02.08		21
O (UTVI) United Television	36	36		00.00	45	393

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	38	38 3/4	- 3/4	-01.93	64	753
N (AFL) American Family	18	17 3/4	1/4	01.40	13	1,458
O (ACCMA) Assoc. Commun.	37 1/2	35 1/4	2 1/4	06.38		536
O (BMAC) BMA Corp.	36 1/2	35 3/4	3/4	02.09	19	354
N (CCN) Chris-Craft	36 3/4	37 5/8	- 7/8	-02.32	43	826
O (DUCO) Durham Corp.	32 1/4	32 1/4		00.00	19	272
N (GCI) Gannett Co.	47 1/4	47 1/8	1/8	00.26	20	7,609
O (GACC) Great Amer. Comm.	10 7/8	11	- 1/8	-01.13	-4	341
N (JP) Jefferson-Pilot	38 1/8	38 1/2	- 3/8	-00.97	14	1,469
N (KRI) Knight-Ridder	57 1/2	57 1/8	3/8	00.65	22	3,053
N (LEE) Lee Enterprises	32 3/8	31 7/8	1/2	01.56	19	799
N (LC) Liberty	35 5/8	35 3/4	- 1/8	-00.34	12	308
N (MHP) McGraw-Hill	80 3/8	81	- 5/8	-00.77	21	3,900
A (MEGA) Media General	39	37 3/4	1 1/4	03.31	105	1,004
N (MDP) Meredith Corp.	36 1/8	36 1/4	- 1/8	-00.34	21	687
O (MMEDC) Multimedia	106	104	2	01.92	42	1.173
A (NYTA) New York Times	31 1/4	31 1/2	- 1/4	-00.79	16	2,476
N (NWS) News Corp. Ltd.	26	26 3/8	- 3/8	-01.42	10	6,931
O (PARC) Park Commun.	35 1/4	35	1/4	00.71	25	486
O (PLTZ) Pulitzer Publishing	30	30 1/4	- 1/4	-00.82	15	314
N (REL) Reliance Group Hold.	7 3/4	7 3/4		00.00	24	577
O (RTRSY) Reuters Ltd.	46 3/4	46 3/8	3/8	00.80	26	19,350
O (STAUF) Stauffer Commun.	138	138		00.00	46	138
N (TMC) Times Mirror	41 1/4	41	1/4	00.60	16	5,304
O (TMCI) TM Communications	5/16	5/16		00.00	-1	1
N (TRB) Tribune	58 3/8	59 1/2	- 1 1/8	-01.89	20	4.367
A (TBSA) Turner Bcstg. 'A'	55 5/8	54 1/8	1 1/2	02.77	-17	2.557
A (TBSB) Turner Bcstg. 'B'	51 1/2	49 3/4	1 3/4	03.51	-16	1,246
A (WPOB) Washington Post	288 1/2	283	5 1/2	01.94	22	3,711

PROGRAMING

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3 1/8	3 1/8		00.00		3
O (BRRS) Barris Indus	10 5/8	9 3/4	7/8	08.97	-4	115
A (CLR) Color Systems	2 1/2	2 1/8	3/8	17.64	-2	13
N (KPE) Columbia Pic. Ent.	20 1/4	20 3/4	- 1/2	-02.40	1012	2,242
O (CAVN) CVN Cos.	20 1/8	20	1/8	00.62	31	354
O (DCPI) dick clark prod.	5 3/4	5 1/2	1/4	04.54	-575	47
N (DIS) Disney	117 5/8	114	3 5/8	03.17	28	15,809
O (FNNI) Financial News	7 3/8	6 5/8	3/4	11.32		89
A (FE) Fries Entertain.	2 1/8	2 1/4	- 1/8	-05.55	-3	10
N (PCI) Gulf + Western	58 5/8	58 3/4	- 1/8	-00.21	18	6.811
A (HHH) Heritage Entertain.	2 3/8	2 1/4	1/8	05.55	-7	12
A (HSN) Home Shopping Net.	3 1/2	3 3/4	- 1/4	-06.66	14	313
N (KWP) King World	32 1/2	33	- 1/2	-01.51	11	813
O (KREN) Kings Road	13/32	3/8	1/32	08.33		2
N (MCA) MCA	65 1/2	65 1/4	1/4	00.38	28	4,783
N (MGM) MGM/UA Commun.	19 5/8	19 1/4	3/8	01.94	-9	988
A (NHI) Nelson Holdings	3/4	3/4		00.00		20
O (NNET) Nostalgia Network	2	2 1/16	- 1/16	-03.03	-2	11
N (OPC) Orion Pictures	21 1/4	21 1/4		00.00	39	369
N (PCC) Pathe Commun.	3 1/4	3 1/8	1/8	04.00		36
N (PLA) Playboy Ent.	15	14 1/4	3/4	05.26		141
O (QNTX) Qintex	8 1/8	9 1/8	- 1	-10.95		171
O (QVCN) QVC Network	19 1/8	19 3/8	- 1/4	-01.29	31	192
O (RVCC) Reeves Commun.	6 1/2	6 5/8	- 1/8	-01.88	59	82
O (RPICA) Republic Pic. 'A'	11	10 1/2	1/2	04.76	157	47
O (SP) Aaron Spelling Prod.	8	8 1/4	- 1/4	-03.03	11	258
O (JUKE) Video Jukebox	5	5 1/4	- 1/4	-04.76	-41	40
N (WCI) Warner	64 1/2	65 3/8	- 7/8	-01.33	22	10,461
O (WONE) Westwood One	11 1/2	11 1/2		00.00	-54	166

SERVICE

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AMEA) A.M.E. Inc.	12	12 1/4	- 1/4	-02.04	29	59
O (AGRP) Andrews Group	6 1/8	5 1/2	5/8	11.36	-2	55
O (BSIM) Burnup & Sims	20 1/8	20	1/8	00.62	23	321
N (CQ) Comsat	38	37 3/8	5/8	01.67	10	700
N (CDA) Control Data Corp.	18 7/8	19 3/8	- 1/2	-02.58	-269	797
N (DNB) Dun & Bradstreet	59	58	1	01.72	21	11,044
N (FCB) Foote Cone & B.	30 3/8	30	3/8	01.25	18	255
O (GREY) Grey Advertising	154	156	- 2	-01.28	13	183
O (IDBX) IDB Communications	8 1/2	8 1/4	1/4	03.03	170	42
N (IPG) Interpublic Group	33 3/8	33 3/8		00.00	18	1,166
O (OMCM) Omnicom Group	23 5/8	23 1/2	1/8	00.53	14	583
N (SAA) Saatchi & Saatchi	15	15		00.00	6	2,348
O (TLMT) Telemation	2	2		00.00	-33	9
A (UNV) Unitel Video	14	14 1/8	- 1/8	-00.88	22	30

CABLE

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	19 5/8	19 1/2	1/8	00.64	-18	31
O (ATCMA) American TV and Comm.	49 1/8	49 3/4	- 5/8	-01.25	73	5,352
O (CTEX) C-Tec Corp.	22 1/2	21 3/4	3/	03.44	24	374
A (CVC) Cablevision Sys. 'A'	44 5/8	44	5/8	01.42	-5	980
N (CNT) Centel Corp.	59 7/8	56 3/4	3 1/8	05.50	35	3,791
A (CTY) Century Commun.	22 1/4	22	1/4	01.13	-65	966
O (CMCSA) Comcast	28 3/8	27	1 3/8	05.09	-39	1,901
A (FAL) Falcon Cable Systems	20	20 5/8	- 5/8	-03.03	-111	127
O (JOIN) Jones Intercable	18 1/4	18 1/2	- 1/4	-01.35	-14	226
T (MHP.Q) Macleen Hunter 'X'	12 7/8	13 3/4	- 7/8	-06.36	35	948
T (RCI.A) Rogers Commun. 'A'	136	141	- 5	-03.54	-230	1,835
T (RCI.B) Rogers Commun. 'B'	117 1/4	117	1/4	00.21	-198	1,582
O (TCAT) TCA Cable TV	18 1/2	18 3/4	- 1/4	-01.33	42	446
O (TCOMA) Tele-Commun.	39 5/8	37 1/2	2 1/8	05.66	127	6,994
N (TL) Time Inc.	137 3/4	141 3/4	- 4	-02.82	29	7,809
O (UAECA) United Art. Ent A	22 1/8	21 3/8	3/4	03.50	-33	1,461
O (UAECB) United Art. Ent. B	23 1/8	21 3/4	1 3/8	06.32	-34	1,527
N (VIA) Viacom	57 1/2	56 5/8	7/8	01.54	-16	3,068
N (WU) Western Union	1	1 3/8	- 3/8	-27.27		39
O (WSMCA) WestMarc	30 1/8	29 3/8	3/4	02.55	-35	490

ELECTRONICS/MANUFACTURING

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	78 1/4	/8	1/4	00.32	14	17,554
N (ARV) Arvin Industries	20 1/2	20	1/2	02.50	20	381
O (CCBL) C-Cor Electronics	14 1/2	13	1 1/2	11.53	14	59
N (CHY) Chyron	3 7/8	4 1/4	- 3/8	-08.82	-38	43
A (COH) Cohu	11 1/2	11 5/8	- 1/8	-01.07	7	21
N (EK) Eastman Kodak	48 5/8	50 3/4	- 2 1/8	-04.18	11	15,774
N (GRL) Gen. Instrument	31 1/2	31	1/2	01.61	12	1,065
N (GE) General Electric	58	57	1	01.75	14	52,371
N (HRS) Harris Corp.	35 1/4	34	1 1/4	03.67	18	1,364
N (MAI) M/A Com. Inc.	6 7/8	7 1/8	- 1/4	-03.50	12	162
N (IV) Mark IV Indus	17 1/2	15 1/8	2 3/8	15.70	8	189
O (MCDY) Microdyne	4	3 7/8	1/8	03.22	-26	16
O (MCOM) Midwest Commun.	7 1/4	6 1/2	3/4	11.53	29	21
N (MOT) Motorola	58 3/8	57 1/8	1 1/4	02.18	16	7,571
N (OAK) Oak Industries	1 3/8	1 1/4	1/8	10.00	8	113
A (PPI) Pico Products	1 1/8	1	1/8	12.50	-1	3
N (SFA) Sci-Atlanta	21 1/8	19 3/8	1 3/4	09.03	15	503
N (SNE) Sony Corp.	60 3/4	61 3/4	- 1	-01.61	34	15,720
N (TEK) Tektronix	21 5/8	21 1/4	3/8	01.76	120	608
O (TVTK) Television Tech.	1/2	1/2		00.00	50	3
N (VAR) Varian Assoc.	27 3/4	27 1/4	1/2	01.83	10	575
O (WGNR) Wegener	3 3/4	3 7/8	- 1/8	-03.22	11	27
N (WX) Westinghouse	67 7/8	67 3/8	1/2	00.74	11	9,771
N (ZE) Zenith	16 5/8	17	- 3/8	-02.20	415	444
Standard & Poor's 400	401.92	394.64		7.28		01.85

T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

fore an audience at Lifetime's Astoria Studios. Production will begin Oct. 17. Wallace, who joined CBS News in 1981 and later served as a principal correspondent for *West 57th*, will focus on a broad range of topics aimed at women.

"I think Jane found it interesting that we were a network that was trying to do responsible things for women," said Pat Fili, senior vice president, programing and production. "I think she really liked the idea of doing a talk show that would handle issues in a responsible way and exploring subjects out of which women could get solid information."

"I'm not like the people currently doing talk shows," Wallace told BROADCASTING. "I come from a very straight news background, and I don't see us being as 'tabloid' as the other shows. We take women, and the issues that face them, seriously. They're deserving of a high level of discussion."

The program is still in the planning stages, but it will not concern itself with "sensationalistic topics," Fili said, as the emphasis will be on the providing of solid information. "This is not to say that we won't be doing some topics that are racy," Wallace said, "but we're hoping to do them in a way that sheds new light on them, in a more intellectually responsible way." Each show will focus on one specific topic, and taped reports or live satellite remotes from around the U.S. will be used to enhance national involvement. ☐

Prime Network signs senior baseball

Prime Network has amended its claims that it does not seek to compete head on with national cable sports programers ESPN and SportsChannel America (SCA), announcing it has landed exclusive rights to a sports product with formidable national appeal, the newly formed Senior Professional Baseball Association. No terms of the three-year agreement were announced.

Denver-based Prime, a consortium of regional channels, said it will air 30 of 72 regular season SPBA games, two each week at 7:30 p.m. ET Fridays and noon ET Sundays, as well as the league's Jan. 21 all-star game and early February postseason next year. All eight teams will field former Major League Baseball players over 35 years old—including, this year, potential Hall of Famers Graig Nettles, Luis Tiant and Steve Yeager—and will be based in Florida cities where Prime Network affiliate Sunshine Network will originate coverage. Prime said it will uplink the games from Houston, via GE Americom satellite Satcom FIR, to a national audience of more than 18 million.

A self-described "programing partnership," Prime Network comprises four Affiliated Regional Communications regional cable sports channels owned by Tele-Communications Inc. and Bill Daniels & Associates: Sunshine Network, Home Sports Entertainment (Dallas), Prime Sports Network (Denver) and Prime Sports Network-Midwest (launching this fall in Indianapolis). Daniels-owned Prime Ticket (Los Angeles) will also telecast the SPBA season. Channels in Pittsburgh, San Francisco and Seattle are planned, and informal program-sharing agreements exist with regionals based in Washington, New York and Detroit.

Prime Network President Ed Frazier had said last month that Prime is "not looking at competing with SCA or ESPN as national programers" (BROADCASTING, Aug. 14). But, according to Daniels, Frazier now "hopes to expand Prime Network's national programing, including SPBA games, by establishing regional sports networks in other major television markets, management agreements with existing regional sports networks [and] providing sports programing to cable operators in other markets and...to the TVRO industry." Frazier could not be reached for comment.

Week 49 goes to NBC, Fox's 'Married' moves into top-20 ranking

NBC won week 49 (ended Aug. 27) with an 11.4/21.3 over ABC's 9.7/18.1 and CBS's 9.6/18. Last year the numbers were NBC, 12.2/22.3; CBS, 9.7/17.8, and ABC, 8.9/16.3.

In the evening news race, CBS took the week with a 9.7/21 over ABC's 8.5/19 and NBC's 8.0/18. A year ago it was ABC on top with a 9.3/20, CBS second with a 9.0/20 and NBC last with an 8.6/18.

Fox's *Married...With Children* grabbed its best rating to date (13.4/22) and pushed the network's programing into the top-20 category. *Married* had its next best night during week 45, when it scored an 11.2/20.

For the book of days, NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday, which left CBS with a Sunday-night win.

Nielsen		Net	
1.	19.5/33	A	Roseanne
2.	19.0/34	N	Cheers
3.	17.5/32	N	Different World
4.	16.4/32	N	Cosby Show
4.	16.4/29	N	Dear John
6.	16.0/29	A	Wonder Years
7.	14.7/28	A	Who's the Boss?
7.	14.7/25	N	NBC Monday Movie
9.	14.5/2[illegible]	[illegible]	Mr. Belvedere
10.	14.2/25	N	Night Court
11.	14.1/27	A	Perfect Strangers
12.	14.0/24	C	CBS Sunday Movie
13.	13.9/23	C	Designing Women
14.	13.7/23	C	Murphy Brown
15.	13.6/27	N	Golden Girls
15.	13.6/23	A	Anything But Love
17.	13.4/26	N	Empty Nest
17.	13.4/22	F	Married...With Children
19.	13.3/28	A	Full House
19.	13.3/25	A	Just the Ten of Us
21.	13.0/28	C	60 Minutes
21.	13.0/23	C	Murder, She Wrote
23.	12.7/24	N	L.A. Law
24.	12.5/24	N	Unsolved Mysteries
24.	12.5/22	N	Hogan Family
24.	12.5/21	C	Murphy Brown, special
27.	12.4/24	A	Growing Pains
27.	12.4/23	A	Head of the Class
29.	12.1/24	A	20/20
29.	12.1/21	C	Jake and the Fatman
31.	12.0/22	N	Matlock
32.	11.6/22	N	Yesterday, Today and Tomorrow
32.	11.6/22	N	Midnight Caller
34.	11.3/19	C	Newhart, special
35.	11.2/20	N	ALF
35.	11.2/19	N	In the Heat of the Night
37.	11.0/20	C	Newhart
37.	11.0/19	N	FM
39.	10.9/20	C	Kate and Allie
39.	10.9/20	A	NFL Preseason Football
41.	10.6/19	F	Totally Hidden Video
42.	10.4/18	N	NBC Sunday Movie
43.	10.1/20	N	Hunter
44.	9.9/19	C	CBS Friday Movie
45.	9.8/18	F	America's Most Wanted
46.	9.5/18	A	Prime Time Live
47.	9.3/15	F	Open House
48.	9.1/19	N	13 East
48.	9.1/17	C	48 Hours
48.	9.1/16	C	CBS Tuesday Movie
51.	8.8/15	A	ABC Sunday Movie
52.	8.7/17	C	Wiseguy
53.	8.6/16	A	thirtysomething
54.	8.2/18	N	Amen
54.	8.2/15	C	Equalizer
56.	8.1/14	A	Coach
57.	7.9/15	N	Family Ties
57.	7.9/15	A	China Beach
59.	7.8/16	N	NFL Preseason, Friday special
59.	7.8/14	N	My Two Dads
61.	7.7/15	C	Best of Knots Landing
61.	7.7/14	A	Hooperman
63.	7.6/14	A	Mission: Impossible
64.	7.0/14	A	ABC Mystery Movie
65.	6.9/14	C	West 57th
65.	6.9/13	C	Smothers Brothers
67.	6.4/12	A	MacGyver
68.	6.2/14	C	Paradise
68.	6.2/12	A	Man Called Hawk
70.	6.1/13	N	Magical World of Disney
71.	6.0/12	C	Beauty and the Beast
72.	5.9/11	C	CBS Summer Playhouse
73.	5.8/13	F	Cops
74.	5.5/12	F	21 Jump Street
75.	5.4/11	C	Tour of Duty
76.	5.3/11	A	ABC Family Classics, special
77.	5.2/11	A	Incredible Sunday
78.	4.9/8	F	Tracey Ullman Show
79.	4.5/9	F	Reporters
80.	3.7/7	F	Garry Shandling's Show
81.	2.9/6	F	Beyond Tomorrow

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Syndication * Scorecard

(Week ending August 20)

1.	11.6	Wheel of Fortune, syn.	228	99
2.	10.7	Jeopardy!	213	99
3.	9.4	Cosby Show	198	98
4.	8.6	Oprah Winfrey Show	212	98
5.	7.8	Wheel of Fortune, wknd.	201	89
6.	7.2	Star Trek	230	97
7.	7.1	Current Affair	148	91
8.	6.8	Entertainment Tonight	175	96
9.	6.5	Port XIII: Heartburn	147	89
10.	6.2	Univ. Pic. Debut Network	121	94
11.	5.6	Mama's Family, syn.	193	93
12.	5.5	Donahue	227	99
13.	5.3	Geraldo	198	98
14.	5.2	People's Court	188	94
15.	5.1	Family Feud, syn.	129	86

The following programs are included, but not ranked.

	5.5	Wrestling Network	139	91
	11.5	World Wrestling Fed.	256	97

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 11

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Radio '89
RTNDA

Broadcasting Sep 11

Vol. 117 No. 11

Renewal report...

Check of license renewal activity after first year of three-year radio renewal cycle shows sharp decline in number of competing applications or comparative renewal challenges. **PAGE 35.**

In the trenches...

In this Special Report, BROADCASTING surveys nation's TV and radio news directors on issues and problems facing them on eve of RTNDA's annual meeting this week. From their response, covering local news front for stations in 1990's appears to be anything but dull—or grim. **PAGE 43.**

Strength of Radio-Television News Directors Association, journalism ethics and news re-creations are top issues to be addressed at association's convention in Kansas City, Mo. **PAGE 58.**

NEWS CENTER'89
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Radio '89...

BROADCASTING goes on road to take pulse of radio industry through canvass of station managers, programers, on-air personalities and promotion directors in New York, Atlanta, Dallas, Los Angeles and San Francisco. **PAGE 75.** Adult Contemporary is top radio format in BROADCASTING's annual survey of top 10 stations in top 50 markets. **PAGE 88.** What's in store at National Association of Broadcasters' radio-only convention in New Orleans this week? Full preview, including agenda, lists of exhibitors and hospitality suites, begins on **PAGE 102.**

36/ CROSS-NETWORK PRODUCTION

Three major commercial networks move toward producing programing for each other.

39/ FAKED FOOTAGE?

CBS News said to have suspended veteran documentary producer for improprieties in connection with moon landing documentary.

40/ HDTV UPDATE

Annual update of high-definition television details latest technologies, applications and competitive strategies affecting developing medium.

37/ AFFILIATE BONUSES

ABC rewards 52 affiliates with "bonus" payments.

116/ WIRELESS WORLD

Fort Wayne Telsat joins growing ranks of wireless cable operators, offering nine channels of cable programing via microwave.

122/ LOCAL AD SALES

More cable systems are inserting ads in services other than traditional cable powerhouses.

128/ MTM ENTERS FIRST-RUN

MTM Enterprises enters first-run syndication with live, hour-long program being developed for 1990-91 season.

129/ PBS FALL SEASON

Public Broadcasting Service's fall '89 schedule includes six new series covering such topics as U.S.'s role in world affairs, historical interpretations of U.S. Constitution, art history, travel and poetry.

PBS's 'Art of the Western World'

130/ CONSUMER WATCH

CNBC to launch nightly, half-hour show Oct. 2 focusing on scams and ripoffs confronted by consumers.

131/ PROTECTING SOURCES

In newspaper case, Minnesota court rules against journalists, saying breach of confidentiality is breach of contract.

134/ GLOBAL STRATEGY

Former ESPN and network sports executive Chet Simmons looks at international TV sports opportunities in this exclusive interview with BROADCASTING.

159/ LEADING THE TROOPS

Among topics heading David Bartlett's agenda as recently appointed RTNDA President is achieving full First Amendment rights for radio and TV journalists. As he says: "A journalist is a journalist, regardless of the means of transmitting the story."

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Out of the prime time starting gate this week come five programs for ABC, four for CBS, two for Fox and one, *Sister Kate* (with Stephanie Beacham [pictured] in the title role), for NBC. But even as the networks gear up for the new season and the final days of the old (1988–89) season draw near (today is the first day of this season's 52d week), the audience ratings for the big three still have some catching up to do. Given the expanded prime time schedule for Fox, it will be that much tougher for ABC, CBS and NBC to pull in viewers.

Three of ABC's programs are making their initial debut this week; *Life Goes On* and *Chicken Soup* will broadcast on Tuesday, with latter show, according to advertising agency analyses, predicted to win its time period. *Homeroom* will make its first foray into

"By the Numbers" continues on page 16

RATINGS ROUNDUP: Week 50, Aug 28–Sep 3

Rank/rating			Network	Show
1		19.4/31	A	*Roseanne*
2		17.6/31	N	*Cheers*
3	▲	16.5/32	N	*Cosby Show*
4	▼	16.1/29	N	*Different World*
5	▲	15.8/27	N	*Dear John*
6		15.7/26	A	*Wonder Years*
7		15.3/28	N	*NBC Special: Bad Girls*
7		15.3/27	A	*Who's the Boss?*
9	▲	15.2/31	N	*Golden Girls*
10	▲	15.1/25	A	*Anything But Love*
10	▲	15.1/30	N	*Empty Nest*
12	▼	14.5/25	N	*Night Court*
13		14.4/23	C	*Designing Women*
14		14.0/23	C	*Murphy Brown*
15		13.7/23	C	*Murphy Brown, special*
16	▲	13.5/24	A	*Head of the Class*
17	▲	13.0/25	A	*Growing Pains*
18	▲	12.9/31	C	*60 Minutes*
19	▲	12.6/26	A	*20/20*
19	▲	12.6/23	N	*Unsolved Mysteries*
21	▲	12.5/23	N	*L.A. Law*
22	▲	12.2/21	N	*Matlock*
23	▲	12.1/21	N	*ALF*
24	▲	12.0/23	A	*Just the Ten of Us*
24		12.0/21	A	*NFL Preseason Football*
24	▲	12.0/22	C	*Newhart*
27	▲	11.9/20	N	*FM*
28		11.8/20	C	*Designing Women, special*
28	▲	11.8/20	C	*Jake and the Fatman*
28	▼	11.8/25	C	*Murder, She Wrote*
31	▼	11.7/23	A	*Perfect Strangers*
32	▲	11.5/24	N	*Hunter*
32		11.5/21	N	*Midnight Caller*
34	▲	11.4/18	N	*In the Heat of the Night*
35	▼	11.3/23	A	*Full House*
35	▼	11.3/22	A	*Mr. Belvedere*
35		11.3/21	C	*Valvoline Nat'l Driving Test*
38	▲	10.9/20	A	*Prime Time Live*
38	▲	10.9/18	C	*CBS Tuesday Movie*
40		10.7/18	N	*Saved by the Bell, 2d preview*
41	■	10.4/20	F	*Married...With Children*
42	▼	9.6/17	C	*Kate and Allie*
43	▲	9.1/19	N	*13 East*
44		9.0/17	A	*ABC News Special*
44	▲	9.0/15	A	*Mission: Impossible*
46	▼	8.9/15	N	*NBC Monday Movie*
47	▲	8.5/16	A	*China Beach*
48	▲	8.3/14	A	*Coach*
48		8.3/15	C	*48 Hours*
48	▼	8.3/17	F	*Totally Hidden Video*
48		8.3/17	N	*NFL Preseason, Friday*
48		8.3/18	N	*227*
53	▲	8.1/14	A	*Hooperman*
54	▼	8.0/16	A	*ABC Sunday Movie*
55	▼	7.9/17	F	*America's Most Wanted*
55		7.9/16	N	*NBC Sunday Movie (breakout)*
57		7.7/14	C	*Queen of the Beasts*
58	▼	7.4/14	C	*CBS Friday Movie*
58		7.4/12	F	*Fox Monday Movie*
58	▼	7.4/14	F	*Open House*
61	▼	7.3/13	C	*Equalizer*
62	▼	7.2/13	C	*Wiseguy*
63	▼	7.0/14	N	*My Two Dads*
64		6.9/15	C	*NFL Preseason Football*
65	▼	6.7/12	C	*Best of Knots Landing*
65	▼	6.7/14	N	*Family Ties*
67	▲	6.5/12	A	*Man Called Hawk*
68		6.4/13	C	*Short Summer, Charlie Brown*
69	▼	6.0/12	C	*CBS Sunday Movie*
70	▼	5.9/12	A	*ABC Mystery Movie*
71	▼	5.8/12	A	*MacGyver*
71	▼	5.8/13	C	*Paradise*
73		5.6/12	A	*Great Circuses–World, special*
73		5.6/11	C	*Bugs Bunny's Mad World of TV*
75	▼	5.1/11	F	*Cops*
76	▲	5.0/12	A	*Incredible Sunday*
76	▲	5.0/10	F	*Tracey Ullman Show*
78	▼	4.5/11	N	*Magical World of Disney*
79		4.4/9	N	*Hound Town, special*
80	▼	4.2/10	F	*21 Jump Street*
81	▼	4.1/9	F	*Reporters*
82	▼	3.8/8	F	*Garry Shandling Show*
82		3.8/8	N	*Only Temporary, special*
84	▼	2.7/5	F	*Beyond Tomorrow*

Guide to symbols

▼ —Down from last week
▲ —Up from last week
■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Current network standings as of Week 50, Aug 28–Sep 3

Network averages				Demographic ratings				Season to date			
Prime time		Evening news			ABC	CBS	NBC	1988–89		1987–88	
NBC:	10.6/20.3	ABC:	9.1/20	Viewers 2	6.0	5.5	6.5	NBC:	14.4/25	NBC:	14.5/25
ABC:	9.7/18.6	CBS:	9.0/20	Women 18-49	6.2	5.4	6.7	ABC:	11.7/20	CBS:	12.3/21
CBS:	9.0/17.3	NBC:	8.6/19	Men 18-49	5.3	4.2	5.0	CBS:	11.5/20	ABC:	12.1/21

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,222	767	4,989
Educational FM	1,397	253	1,650
■ Total Radio	10,584	1,275	11,859
Commercial VHF TV	547	22	569
Commercial UHF TV	527	214	741
Educational VHF TV	122	5	127
Educational UHF TV	219	26	245
■ Total TV	1,415	267	1,682
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,772	316	2,088
VHF translators	2,715	116	2,831
UHF translators	2,155	399	2,554

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Niesien and Broadcasting's own research.

"By the Numbers" continued from page 14

the prime time season Saturday night. When it settles in on Sundays at 8:30, however, the show will face timeslot-winner *Murder, She Wrote* on CBS. Other returning shows for ABC are tonight's broadcast of *Monday Night Football* and Tuesday's season premiere of *Roseanne*.

CBS's *48 Hours* premieres on Thursday, followed by *Paradise* on Saturday and *60 Minutes* on Sunday.

NBC's *Sister Kate* debuts this Saturday. In its regular timeslot on Sunday at 8, *Kate* will face competition from the first half hour of *Murder, She Wrote*. According to a prime time season analysis by Saatchi & Saatchi, *Kate* "would probably be a hit" in another time period.

Week 50, the latest week for which ratings numbers are available, ended with the big three networks posting a combined 29.3 rating. Last year's Week 50 ended with a combined 31.7 rating, 1.4 rating points higher. Last year's share was also larger—a 59—over this year's combined 56.2.

By Week 52 last year, which ended Sept. 18, the three networks had moved their combined rating to a 37.0. The next week, premiere week for 1988-89 season, closed out with a 38.9.

MarketScope

Overall, Fifth Estate stocks moved down last week with 60 stocks declining, 44 gaining and 27 remaining unchanged. The Cable group had 12 gainers, four declines and four unchanged. Equipment and Manufacturing stocks had 16 decliners outpacing the group's four gainers and four unchanged. Disney and Grey gained the most ground, up $4 per share each, with Disney closing at 121 5/8 and Grey at 158. Playboy finished out the Aug 30-Sept. 6 period up 1 5/8, closing at 16 5/8.

STOCK INDEX 1

BROADCASTING

		Closing Wed Sep 6	Closing Wed Aug 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	507	509 1/4	- 2 1/4	00.44	22	8,229
N	(CBS) CBS	212 1/2	214 3/8	- 1 7/8	- 00.87	18	5,012
N	(CCU) Clear Channel	11 1/2	12 1/4	- 3/4	- 06.12	18	44
A	(HTG) Heritage Media	4 3/8	4 3/8		00.00	-3	97
O	(JCOR) Jacor Commun.	6 7/8	6 7/8		00.00	-7	68
O	(LINB) LIN	106 1/2	107	- 1/2	- 00.46	63	5,438
O	(OBCCC) Olympia Broadcast	2 1/4	2 1/4		00.00		5
O	(OSBN) Osborn Commun.	14 1/4	14	1/4	01.78	-12	72
O	(OCOMA) Outlet Commun.	28	28 1/2	- 1/2	- 01.75	41	183
A	(PR) Price Commun.	6 3/4	6 3/4		00.00	-3	49
O	(SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-5	14
O	(SCRP) Scripps Howard	77	81	- 4	- 04.93	45	795
O	(SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3
O	(TLMD) Telemundo	5 1/4	5 1/4		00.00		88
O	(TVXGC) TVX Broadcast	2 7/8	2 15/16	- 1/16	- 02.12		21
O	(UTVI) United Television	36	36		00.00	45	393

— BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Sep 6	Closing Wed Aug 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	37 1/2	38	- 1/2	- 01.31	63	7
N	(AFL) American Family	18 3/8	18	3/8	02.08	13	1,
O	(ACCMA) Assoc. Commun.	37 3/4	37 1/2	1/4	00.66		5
O	(BMAC) BMA Corp.	36	36 1/2	- 1/2	- 01.36	18	2
N	(CCN) Chris-Craft	36 7/8	36 3/4	1/8	00.34	43	[illegible]
O	(DUCO) Durham Corp.	32	32 1/4	- 1/4	- 00.77	18	2
N	(GCI) Gannett Co.	46 3/8	47 1/4	- 7/8	- 01.85	20	7,
O	(GACC) Great American	11	10 7/8	1/8	01.14	-4	3
N	(JP) Jefferson-Pilot	38 3/4	38 1/8	5/8	01.63	14	1,
N	(KRI) Knight-Ridder	56 1/8	57 1/2	- 1 3/8	- 02.39	21	2,
N	(LEE) Lee Enterprises	31 7/8	32 3/8	- 1/2	- 01.54	18	[illegible]
N	(LC) Liberty	36 3/8	35 5/8	3/4	02.10	12	3
N	(MHP) McGraw-Hill	77 1/4	80 3/8	- 3 1/8	- 03.88	20	3,
A	(MEGA) Media General	39	39		00.00	105	1,
N	(MDP) Meredith Corp.	35 3/4	36 1/8	- 3/8	- 01.03	21	[illegible]
O	(MMEDC) Multimedia	105	106	- 1	- 00.94	42	1,

BY THE NUMBERS 3

STOCK INDEX 2

		Closing Wed Sep 6	Closing Wed Aug 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(NYT.A) New York Times	31 5/8	31 1/4	3/8	01.20	16	2,506
N	(NWS) News Corp. Ltd.	25 1/2	26	- 1/2	- 01.92	10	6,798
O	(PARC) Park Commun.	36 1/2	35 1/4	1 1/4	03.54	28	503
O	(PLTZ) Pulitzer Publishing	26 1/2	26	1/2	01.92	15	279
N	(REL) Reliance Group Hold.	8	7 3/4	1/4	03.22	26	586
O	(RTRSY) Reuters Ltd.	45 1/2	46 3/4	- 1 1/4	- 02.67	26	18,632
O	(STAUF) Stauffer Commun.	136	136		00.00	46	136
N	(TMC) Times Mirror	41 1/8	41 1/4	- 1/8	- 00.30	16	5,288
O	(TMCI) TM Communications	11/32	5/16	1/32	10.00	-1	2
N	(TRB) Tribune	58	58 3/8	- 3/8	- 00.64	26	4,338
A	(TBS.A) Turner Bcstg. 'A'	55 3/4	55 5/8	1/8	00.22	-17	2,563
A	(TBS.B) Turner Bcstg. 'B'	51 7/8	51 1/2	3/8	00.72	-16	1,255
A	(WPO) Washington Post	286 3/8	286 1/2	- 1/8	- 00.04	22	3,709
	PROGRAMING						
O	(ALLT) All American TV	3 1/8	3 1/8		00.00		3
O	(BARIS) Barris Indus.	11 1/2	10 5/8	7/8	08.23	-5	124
A	(CLR) Color Systems	2 1/4	2 1/2	- 1/4	- 10.00	-1	12
N	(KPE) Columbia Pictures Ent.	20 1/8	20 1/4	- 1/8	- 00.61	1006	2,228
O	(CAVN) CVN Cos.	20 1/8	20 1/8		00.00	31	364
O	(DCPI) dick clark prod.	5 1/2	5 3/4	- 1/4	- 04.34	-550	45
N	(DIS) Disney	121 5/8	117 5/8	4	03.40	29	16,347
O	(FNNI) Financial News	7 1/4	7 3/8	- 1/8	- 01.69		88
A	(FE) Fries Entertain.	2	2 1/8	- 1/8	- 05.88	-3	9
N	(GW) Gulf + Western	57 3/8	58 5/8	- 1 1/4	- 02.13	17	6,868
A	(HHH) Heritage Entertain.	2 1/2	2 3/8	1/8	05.26	-8	13
A	(HSN) Home Shopping Net.	3 1/4	3 1/2	- 1/4	- 07.14	13	290
N	(KWP) King World	31 1/2	32 1/2	- 1	- 03.07	11	708
O	(KREN) Kings Road Entertain.	17/32	13/32	1/8	30.76		2
N	(MCA) MCA	62 1/2	65 1/2	- 3	- 04.58	27	4,564
N	(MGM) MGM/UA Commun.	19 5/8	19 5/8		00.00	-9	988
A	(NNH) Nelson Holdings	15/16	3/4	3/16	25.00		25
O	(NNET) Nostalgia Network	1 7/8	2	- 1/8	- 06.25	-2	10
N	(OPC) Orion Pictures	21 1/4	21 1/4		00.00	39	369
O	(PCCI) Price Communications	3 1/2	3 1/4	1/4	07.69		39
N	(PLA) Playboy Ent.	16 5/8	15	1 5/8	10.83		156
O	(QNTX) Qintex	8	8 1/8	- 1/8	- 01.53		168
O	(QVCN) QVC Network	18 1/4	19 1/8	- 7/8	- 04.57	30	183
O	(RVCC) Reeves Commun.	8 1/2	8 1/2		00.00	59	82
O	(RPICA) Republic Pic. 'A'	11 1/4	11	1/4	02.27	160	48
A	(SP) Spelling Entertainment	8 1/4	8	1/4	03.12	11	267
O	(JUKE) Video Jukebox	5 3/4	5	3/4	15.00	-47	46
N	(WCI) Warner	64 5/8	64 1/2	1/8	00.19	22	10,481
O	(WONE) Westwood One	11 1/2	11 1/2		00.00	-54	166
	SERVICE						
O	(AMEA) A.M.E. Inc.	12	12		00.00	29	58
O	(AGRP) Andrews Group	6	6 1/8	- 1/8	- 02.04	-2	54
O	(BSIM) Burnup & Sims	20 1/4	20 1/8	1/8	00.62	23	323
N	(CQ) Comsat	36 7/8	38	- 1 1/8	- 02.96	10	679
N	(CDA) Control Data Corp.	18 3/4	18 7/8	- 1/8	- 00.66	-267	791
N	(DNB) Dun & Bradstreet	58 7/8	59	- 1/8	- 00.21	21	11,020
N	(FCB) Foote Cone & B.	30 5/8	30 3/8	1/4	00.82	19	257
A	(GREY) Grey Advertising	158	154	4	02.59	13	188
O	(IDBX) IDB Communications	8 1/4	8 1/2	- 1/4	- 02.94	165	40

		Closing Wed Sep 6	Closing Wed Aug 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(IPG) Interpublic Group	[illegible]	[illegible]		[illegible]	16	[illegible]
O	(OMCM) Omnicom Group	23 3/8	23 5/8	- 1/4	- 01.05	11	[illegible]
N	(SAA) Saatchi & Saatchi	15 7/8	16	- 1/8	[illegible]	8	[illegible]
O	(TLMT) Telemation	2	2		00.00	-33	[illegible]
A	(UNV) Unitel Video	14	14		00.00	22	[illegible]
	CABLE						
A	(ATN) Acton Corp.	15 5/8	16 5/8	- 1	- 06.01	-17	[illegible]
O	(ATCMA) Amer. TV & Comm.	40 1/4	40 1/8	1/8	00.31	73	[illegible]
O	(CTEX) C-Tec Corp.	22 3/4	22 1/2	1/4	01.11	24	[illegible]
A	(CVC) Cablevision Sys. 'A'	46	44 5/8	1 3/8	03.08	-6	[illegible]
N	(CNT) Centel Corp.	60 1/2	59 7/8	5/8	01.04	35	[illegible]
A	(CTY) Century Commun.	22 1/2	22 1/4	1/4	01.12	-86	[illegible]
O	(CMCSA) Comcast	28 1/2	28 3/8	1/8	00.44	-49	[illegible]
A	(FAL) Falcon Cable Systems	20 3/8	20	3/8	01.87	-113	[illegible]
O	(JOIN) Jones Intercable	16 1/4	16 1/4		00.00	-14	[illegible]
T	(MHP.O) Maclean Hunter 'X'	12 7/8	12 7/8		00.00	25	[illegible]
T	(RCI.A) Rogers Commun. 'A'	137	136	1	00.73	-232	[illegible]
T	(RCI.B) Rogers Commun. 'B'	115	117 1/4	- 2 1/4	- 01.91	-164	[illegible]
O	(TCAT) TCA Cable TV	18 1/2	18 1/2		00.00	42	[illegible]
O	(TCOMA) Tele-Commun.	39	39 5/8	- 5/8	- 01.57	126	[illegible]
N	(TL) Time Inc.	138 1/4	137 3/4	1/2	00.36	25	[illegible]
O	(UAECA) United Art. Ent. A	23 1/4	22 1/8	1 1/8	05.08	-34	[illegible]
O	(UAECB) United Art. Ent. B	23	23 1/8	- 1/8	- 00.54	-34	[illegible]
N	(VIA) Viacom	58 3/8	57 1/2	7/8	01.52	-38	[illegible]
N	(WU) Western Union	1	1		00.00		[illegible]
O	(WSMCA) WestMarc	30 1/4	30 1/8	1/8	00.41	-35	[illegible]
	EQUIPMENT & MANUFACTURING						
N	(MMM) 3M	76	78 1/4	- 2 1/4	- 02.87	14	[illegible]
N	(ARV) Arvin Industries	20 1/4	20 1/2	- 1/4	- 01.21	20	[illegible]
O	(CCBL) C-Cor Electronics	13 3/4	14 1/2	- 3/4	- 05.17	13	[illegible]
N	(CHY) Chyron	3 7/8	3 7/8		00.00	38	[illegible]
A	(COH) Cohu	11	11 1/2	- 1/2	- 04.34	7	[illegible]
N	(EK) Eastman Kodak	48 3/8	48 5/8	- 1/4	- 00.51	11	[illegible]
N	(GRL) Gen. Instrument	31 3/8	31 1/2	- 1/8	- 00.39	12	[illegible]
N	(GE) General Electric	57 1/4	58	- 3/4	- 01.29	14	[illegible]
N	(HRS) Harris Corp.	34 7/8	35 1/4	- 3/8	- 01.06	17	[illegible]
N	(MAI) M/A Com. Inc.	7	6 7/8	1/8	01.81	12	[illegible]
N	(IV) Mark IV Indus.	17 3/4	17 1/2	1/4	01.42	8	[illegible]
O	(MCDY) Microdyne	4	4		00.00	-25	[illegible]
O	(MCOM) Midwest Commun.	7 1/2	7 1/4	1/4	03.44	38	[illegible]
N	(MOT) Motorola	55 3/8	58 3/8	- 3	- 05.13	15	[illegible]
N	(OAK) Oak Industries	1 1/4	1 3/8	- 1/8	- 09.09	7	[illegible]
A	(PPI) Pico Products	1 1/8	1 1/8		00.00	-1	[illegible]
N	(SFA) Sci-Atlanta	20 1/2	21 1/8	- 5/8	- 02.95	15	[illegible]
N	(SNE) Sony Corp.	60 1/4	60 3/4	- 1/2	- 00.82	34	[illegible]
N	(TEK) Tektronix	20 7/8	21 5/8	- 3/4	- 03.46	116	[illegible]
O	(TVTK) Television Tech.	9/16	1/2	1/16	12.50	[illegible]	[illegible]
N	(VAR) Varian Assoc.	27 1/2	27 3/4	- 1/4	- 00.90	10	[illegible]
O	(WGNR) Wegener	3 3/4	3 3/4		00.00	11	[illegible]
N	(WX) Westinghouse	67 3/4	67 7/8	- 1/8	- 00.18	11	[illegible]
N	(ZE) Zenith	15	16 5/8	- 1 5/8	- 09.77	375	[illegible]
	Standard & Poor's 400	[illegible]	401.92	[illegible]	[illegible]	[illegible]	[illegible]

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 11

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TOP OF THE WEEK

Renewal report: Process appears less abused

Decrease in competing applications in first year of three-year radio renewal cycle attributed by some to new abuse of process rules; NBMC, NAACP account for 93% of the radio petitions filed in the current cycle

It is too early to say for sure, but new rules aimed at stemming the abuse of the license renewal process adopted by the FCC last March seem to be discouraging the filing of competing applications.

A check of license renewal activity after year one of the current three-year radio renewal cycle revealed a sharp fall-off in the number of competing applications or comparative renewal challenges after the rules were adopted March 30.

Four processing groups comprising some 2,400 stations, against which competing applications were due before the new rules were adopted, attracted 22 competing applicants. By contrast, three groups numbering approximately 1,800 stations, against which competing applications were due after the new rules were adopted, attracted no challengers (see chart, below).

The FCC processes renewal applications by groups of states and territories. There are 18 such groups and each comprises about 600 stations. Thus far, it has received renewal applications from eight groups and accepted competing applications and petitions to deny for seven of them.

The new rules have not had the same effect on petitions to deny renewal applications. In the current go-round, most petitions have been filed jointly by the NAACP and the National Black Media Coalition and, despite the new rules, the groups remain determined to attack the renewal of any station they believe has not been meeting its minority employment obligations. They filed 119 petitions before the adoption of the rules, and 101 after.

FCC officials were reluctant to attribute the decrease in competing applications to its March reforms. "It's an interesting point," said Larry Eads, chief of the FCC audio services division. "But it's too early to tell. I would like to see several more groups before I'd be willing to say the rules had anything to do with it."

Barbara Kreisman, assistant chief of the division, said before making a judgment she would prefer to see what happens in major markets like Chicago, Los Angeles and San Francisco. Challenges against Chicago stations, along with other stations in Illinois and Wisconsin, are due Nov. 1, 1989; those against Los Angeles, San Francisco and other California stations are due Nov. 1, 1990.

But others were not so cautious. "It does appear the commission's removal of the profit motive for filing competing applications is really working," said Jeff Baumann, executive vice president-general counsel, National Association of Broadcasters. "It's good news."

Nonetheless, he said, Congress still needs to step in with more fundamental reforms of the renewal process because it is still "inequitable." Any group can force any broadcaster, regardless of the service he or she has provided, into long and costly administrative hearings by merely "filing a piece of paper," he said.

The NAB continues to support pending legislation in the House and Senate that would create a two-step renewal process, in which the FCC would have to deny a station's renewal before accepting other applications for its frequency.

Vince Curtis, a Washington communications attorney active in the reform effort, found the numbers were "very significant.... You can't say the stations [in the three post-reform groups] are purer than the others or don't have properties that somebody else wouldn't like to have," he said.

If the trend continues in Illinois, the FCC "will have done what it set out to do," he said. "When you file [a competing application] today, you have a tremendous uphill battle and less chance of getting any money out of it."

After a seven-year hiatus caused by Congress's lengthening of radio license renewal terms in 1981 from three to seven years, the current radio renewal cycle began June 1, 1988, with the filing deadline for renewal applications for stations in the first processing group—Washington, D.C., Maryland, Virginia and West Virginia—whose licenses expired Oct. 1, 1988.

Under pressure from the broadcasting industry, the FCC took steps last March to stem abuse of the comparative renewal process—that is, to discourage the filing of competing applications by groups more interested in lining their pockets through lucrative settlements than in operating a broadcast station (BROADCASTING, April 3).

When a broadcast station applies for renewal of its license, any group or individual can ask the FCC to deny the renewal application for failure to meet its public-interest obligations, or can file a competing application in an effort to usurp its license.

In the latter case, the FCC holds a comparative renewal hearing before an administrative law judge to determine which applicant—the incumbent or the challenger—would best serve the public. The incumbent is virtually assured renewal if it can demonstrate "meritorious" service to the public and win a so-called "renewal expectancy." The FCC has a rulemaking underway (comments are due Oct. 10) to revamp the criteria for winning a renewal expectancy.

The "expectancy" outweighs any comparative advantage the challenger may have as a result of its ownership. Under its comparative criteria, the FCC favors applicants that promise "integration" of ownership and management and have the fewest broadcast holdings. In comparative applications, the FCC also gives weight to owner-managers who are minorities, women or local residents and who are active in civic

Radio's renewal petitioners and challengers

Processing group	*Exp date*	*Petitions to deny*	*Competing applications*	*Competing applications resolved*
MD, D.C., Va., W.Va.	**Oct. 1, 1988**	**0**	**7**	**5**
N.C., S.C.	**Dec. 1, 1988**	**36**	**8**	**6**
Fla., P.R., V.I.	**Feb. 1 1989**	**60**	**5**	**1**
Ala., Ga.	**April 1, 1989**	**23**	**2**	**0**
Ark., La., Miss.	**June 1, 1989**	**24**	**0**	**NA**
Ind., Ky., Tenn.	**Aug. 1, 1989**	**24**	**0**	**NA**
Mich., Ohio	**Oct. 1, 1989**	**53**	**0**	**NA**

None of the competing applications have been dismissed or designated for hearing by the FCC. However, some have been resolved through settlements between incumbents and challengers; others have been unilaterally withdrawn by the challengers. Most of the petitions to deny are still pending. Stations whose licenses are subject to pending petitions are permitted to continue operating even though their licenses may have technically expired.

affairs.

The FCC's reforms included the banning of all settlement payments in return for withdrawing competing applications prior to an initial decision in the comparative hearing by an ALJ and limited the payments to "legitimate and prudent expenses" (primarily legal bills) of the challengers after the initial decision.

The FCC also limited payments for withdrawing petitions to deny to "legitimate and prudent" expenses. It said it would scrutinize all settlement agreements and those involving payments to petitioners for consulting or some other kind of service presumed not to be in the public interest.

Although the settlement restrictions were adopted in March, the FCC did not begin applying them until Aug. 7.

The FCC also decided to require more information from competing applicants on their application forms (Form 301 and Form 340) so that challengers without sufficient money or with dubious ownership structures could be readily weeded out. Since June 26, competing applicants have had to list all equity owners (except those applicants with more than 50) and disclose whether they have any contracts or understandings about future ownership rights. They also have to disclose their sources of financing and their "integration proposal" early in the pre-hearing process by identifying each principal who will participate in the management and the extent of the participation.

The FCC also eliminated the 10-year-old *Cameron* doctrine that allowed competing applicants to presume they could acquire the incumbent's antenna site, thereby avoiding having to complete the engineering portion of their applications or find a new antenna site. The requirement that competing applicants come up with their own antenna site took effect Sept. 6 and applies retroactively. If any applicant did not amend its application by Sept. 6 to include its own antenna site, said FCC staff attorney Marilyn Mohrman-Gillis, "it is not in compliance."

The NAACP and the NMBC are behind 203 of 220, or 93%, of the radio petitions filed in the current renewal cycle. In the most recent radio processing group, for Michigan and Ohio, they accounted for 52 of the 53 petitions filed.

The two groups challenged the renewals of most of the stations for what they see as violations of the FCC's equal employment opportunity rules, which are aimed at boosting employment of minorities in broadcast stations.

According to David Honig, who represents the groups before the FCC, the groups review all the stations as they come up for renewal and target for petitions those that have token employment of blacks and other minorities and have inadequate or nonexistent operating or proposed EEO programs.

Honig said his clients have asked the FCC to reconsider the presumption that payments to petitioners for services are not in the public interest. Payments to the NBMC for its job bank service are part of many settlement agreements, he said.

But regardless of what the FCC does, Honig said, the NAACP and the NBMC will continue to review every station that comes up for renewal. And those whose minority employment does not measure up can expect a petition to deny, he said. **—HAJ**

Networks moving toward producing for each other

With ABC in discussions with NBC, and NBC having recently pitched show to CBS, it appears to be open season for in-house producers going out of house to competition

Just 10 days ago, ABC Productions President Brandon Stoddard announced that his newly created division is in the discussion stages with NBC about producing a television series (and possibly a mini-series) for that network. If either comes to fruition, it would be the first time a network has produced a program for a broadcast network rival, but probably not the last.

Hollywood studios and others last week were trying to absorb what impact that precedent-setting development would have on the present studio system.

The three broadcast networks will be relieved from Justice Department consent decree limitations on the amount of in-house production they can produce (currently at five hours of prime time programing for each network) on Nov. 14, 1990. ABC and NBC are already drawing up blueprints for full-service production units for when the limitations expire.

Not only has ABC's Stoddard talked up development plans with NBC and HBO, John Agoglia, president of NBC Productions, says his in-house unit is talking with the USA Network about a future made-for-television feature to possibly air on the basic cable service.

"We've talked to HBO and USA about doing some things," Agoglia said. "We may do something or we may do nothing. It's all in the talking stages. We went to USA with some project scripts we have on hand. We're talking to USA about the deal first and the idea next. We're possibly talking about a deal six months down the road."

When asked about ABC Productions' possible precedent-setting program sale to NBC, Agoglia said NBC Productions had actually tested the waters first by approaching CBS about purchasing *Shannon's Deal* for this season's schedule. He said the deal fell through because the "timing was off" since CBS had set its schedule "a day before" NBC made its approach.

In addition, Agoglia said the production unit produced 13 episodes of *Good Morning, Miss Bliss* (during the 1988-89 season) for The Disney Channel, and NBC has now picked up 30 new episodes of the same show (under the name of *Saved By the Bell*) for its 1989-90 Saturday morning schedule.

NBC produced 'Good Morning Miss Bliss' (above) for Disney Channel. Now NBC produces program for its own network under the name 'Saved by the Bell.'

"ABC Productions is not developing anything for us at this point," Agoglia said. "There is no deal made yet.... Until we make a business deal, there will not be a development deal."

Commenting further last week on ABC's efforts, Stoddard said: "With the cap lifted, we can go to wall-to-wall in-house production." But, he added, "we won't because that would be dumb. There is now that capability that did not exist before. This is a reality. This is real, and ABC has been very smart and aggressive in getting ready for the 1990's. I certainly think there is a trend going. Two of the three networks are going to be producing for people other than their own networks.

"If their [ABC's] needs are covered, and we have an idea, we'll take it someplace else," said Stoddard, who added that 18 different projects are currently being considered. "And other times, it will be someone else's idea. That's exactly what happened to start my conversations with Brandon [Tartikoff]. He said, 'Well, gee, I have this idea, and you'll be real good for it.' That's the way those discussions began." Stoddard said a *New York Times* article (Sept. 6) quoting Tartikoff as saying the project was a concept for a 10 p.m. dramatic series "hit close to the mark."

While Stoddard talked of the move "away" from the existing studio system in his original announcement (BROADCASTING, Sept. 4), reaction from the major Hollywood studios has been guarded in light of the latest negotiations scheduled with the networks (for the week of Sept. 17), over the financial interest and syndication rules.

Columbia Pictures TV officials, in addition to Disney and Warner Bros. TV executives, either declined comment or were unavailable to talk about the subject.

Jonathan Dolgen, president of Fox Inc. and Fox's television division, offered his

Special Report

STATE OF THE ART

JOURNALISM

Running the news operation of a local television or radio station is becoming the 1989 definition of "risky business." Competition is increasingly stiff. Audience levels are down. And general managers no longer walk into news directors' offices with fistfuls of dollars and ask what new bauble—say, an SNG truck or star anchor—would be useful. Even the heady talk heard a few years ago of showing the network news operations how to cover international events has faded to a whisper. There are exceptions, of course. Some news directors are even boasting of expanding staff and increasing their air time. But times have changed. The reasons the fat days of rapid growth are now behind the television industry

Philip Balboni

Richard Mallary

Jim Snyder

generally, at least for the time being, are obvious. Cable television has cut into television's audiences. So has VCR viewing. And independent stations are competing vigorously with network affiliates for the audience that remains. *The Arsenio Hall Show*, for instance, has proven capable of taking audience away from network affiliates when independents air the syndicated program at 11 p.m. A chart developed by the McHugh & Hoffman Broadcast Consultants from Arbitron-generated research shows that while HUT levels have remained fairly constant, the audiences for network affiliates' late night news shows in the top 10 markets have generally declined, if not always in a straight line, over the last five years (see chart, page 46). The overall average ratings and shares dropped from 35/73 to 32/62.

The improved (meter) measurement of viewing options is given as a partial explanation for the change in figures, along with the increased competition for viewers. But the fact that the combined ratings of network affiliates in Chicago bucked the trend and increased between November 1984 and May 1989—from 43 to 45 (while the combined share dropped, from 72 to 69)—may help explain why three NBC affiliates in California have called on the network to move prime time up an hour on the West Coast, to 7 to 10 p.m. News directors in California cite a difference in lifestyles: their viewers like to go to bed earlier than do Easterners.

The reports from all stations are not bleak. Philip S. Balboni, news director of WCVB-TV Boston, for instance, speaks expansively of that station "swimming against the tide," of having "no budget problems." The staff has been growing steadily—it now numbers more than 100, including the eight that Balboni has added so far this year, five to work on the morning news show, which was expanded from 90 minutes to two hours in January, and three to serve as an investigative unit, which begins operations this month. "It's been a year of growth and progress in terms of our ability to do more qualitative reporting," says Balboni.

But, to get back to the mainstream:

"As an industry and as journalists, we no longer are the people who affect existing media, like radio and print," says Richard Mallary, vice president for news of Gannett Broadcasting and a former official of Audience Research Development, a news consulting firm. "We've become a mature medium, affected by the new ones coming along." As a result, he and news directors around the country say that hard decisions must be made on spending. They talk about making investments, not expenditures. Does a news operation really need a $350,000 SNG truck—assuming $350,000 is available—or could the money be better spent on something else? And the decision a news director makes, of course, is one of the things management will consider in appraising the executive's performance. (The disappearance of several companies specializing in the construction of SNG trucks suggests the decision most often made.)

None of this is to suggest that, as a species, local news is in danger of disappearing. On the contrary, it is showing signs of new dynamism, new strength, as it strives to hold its niche. Stations are adding news shows. Indeed, KHJ-TV Los Angeles, with the FCC equivalent of the One Hundred Years War over its license now history and the Walt Disney Co. in control, plans to break new ground with three hours of prime time news programing, beginning in January. Fox Stations' WTTG-TV Washington is also pioneering, devoting a half hour at 11 p.m. every night to one issue, one of consuming interest to those who live in the nation's capital—illegal drugs and the havoc the related violence wreaks in the community. And then there are stations following the axiom that if you can't beat 'em, join 'em, cooperating with local cable companies in the distribution of the stations' newscasts. Covering the local news front in the 1990's, it seems, will be anything but dull, or grim.

□

Specifically, what are the issues and problems confronting news directors as they fight the erosion of their audiences?

Mallary and other Gannett Broadcasting executives recently visited the company's 10 television stations to determine their needs for 1990. According to Mallary, nothing was said about new and expensive hardware. Rather, the needs were basic and unglamorous.

First, a need was expressed for increased training of personnel, including the news director. David Pearce, of Gannett's Washington outlet, WUSA-TV, speaks of a need to develop multi-talented people—individuals who can report, write, produce, and serve on the assignment desk, as well as appear on air. Developing such people is one of the "creative" things Pearce says WUSA-TV has undertaken in order "to stay on top." Pearce predicts the approach on the part of local news operations generally will result in "fewer but more broadly talented people making more money."

Another conclusion the Gannett executives reached was the not surprising one (and one, ironically, that hard-nosed FCC commissioners harped on in the days of regulation when the commission was insisting on local service as a function of a station's public interest obligation) that "local stations will have to be more local. That's how to defend against cable television competition. Local programing for the city of license is something cable can't do," Mallary says. Spending resources on international stories, like the Afghanistan war, as some stations have done, then, is not something Mallary would recommend—except in cases where a station has a legitimate local angle. And there are not many of them in Afghanistan.

Jim Snyder, Post-Newsweek Stations' vice president for news, agrees there is considerably less heard these days about beating the networks at their game of covering major international stories. "The technical capability is there," he says. "And on occasion, stations can go after a story overseas. But there is much less desire on the part of local stations to make those expenditures." And, like Mallary, he says research makes it clear that "what impresses people is local coverage." There was a time, not long ago, when stations puffed up with pride when they presented their anchor at the scene of a big story abroad—say, a summit meeting in Geneva. Yes, says Snyder, "that was grabby when it was first done. No more."

Then there is the ruckus stirred up by ABC News's use in July of a simulation when it broke the story on American diplomat Felix S. Bloch, said to have passed classified material to the Soviets. The incident troubled many news directors. Snyder said the photograph of two ABC employes posed to illustrate Bloch turning over a briefcase to a KGB agent showed "strongly how facts can be distorted." He noted there is no proof yet that Bloch passed the briefcase—and, if he did, no information on what was in it. Paul Davis, of WGN-TV Chicago, saw the incident as illustrative of the "extraordinary demand to make things visual, demand that could push you over the edge." Even radio station news directors—even one at a station owned by Capcities ABC—are disturbed. "It hurts the credibility of everyone in the broadcast news business," says Leonard Deibert, of WMAL-AM Washington. "It was indefensible."

To a degree, the discussion among news directors of simulations is academic. Simulations are not inexpensive to do. And that fact may loom larger than other considerations in decisions by station news operations to forgo them. "Conceptually, I don't see their use as a major breach," says Alan Goldstein, acting news director of KRON-TV San Francisco. "Purists would hate it, but if I could afford it, I'd try it." He recalls conversations at the station in which he remarked: "If we only had actors, it would make a hell of a piece." He would, he says, "clearly label" the piece—something that ABC News says a technical glitch prevented it from doing in its Bloch report—"but it would have more impact than someone simply reading a story."

A number of news directors around the country cite other, more elementary things—like attracting the best and brightest young people. WGN-TV's Davis—who describes "a good young journalist as a prize"—says reporters with curiosity about the background of a story are able to give even short pieces more depth. Other news directors are concerned about even more basic matters. Rog Wellman, of KRCG(TV) Jefferson City, Mo., sees "a deterioration" in the language being used on the air. "There's more use of slang, and the writing is not as crisp." Wellman says he has heard "more grammatical errors, even on the networks. It bothers me." Bill Lowe, of WHAM(AM) Rochester, N.Y., a veteran of 25 years in radio, makes a similar point. He says he listens to stations on his car radio and wonders how the news people got their jobs. "On-air staffers used to be taught to talk to people, to get their attention, to speak clearly." That, apparently, is no longer the case.

WMAL's Deibert, in his review of issues confronting him and the medium, expresses concern about whether news will survive the formats of some stations and the respect—or lack of respect—it is shown. He wonders about its fate, for instance, at stations where music dominates. Even more, he is concerned about stations where management regards news "as part of show business," and where, he says, news people are used as comic "foils" by station air personalities. "I wonder what kind of credibility news has at those stations." A panel at the Radio-Television News Directors Association convention this week is devoted to the issue. It is labeled "News in the Zoo."

WMAL is not one of the radio stations that concern Deibert. The station does 23 local newscasts daily, including an hour at 5 a.m. and another hour at noon—and, Deibert says, it is "considering further expansion." The time is filled by the efforts of 10 reporters, two sports people, and weather and traffic specialists. He has, Deibert says, "a lot of support."

If problems with the nitty gritty of local news are not cause for dismay, how about something more mystical, served up by Jack Bowen, chairman of McHugh & Hoffman? He says there is "a continuing demand on the part of the public for news and information—"but," he adds, "in newer forms and in programs that stimulate higher levels of viewer interest. Viewers are bored with the old style newscast. They want something that's more relevant and more interesting and that involves them." How does one achieve that kind of "relevant" and "involving" newscast? "You need creative producers," says Bowen, "not a Chinese cook." A Chinese cook, he explains, "chops things up and puts them together quickly."

News numbers

The following is a McHugh & Hoffman ratings analysis of Arbitron aggregate network ratings/shares for news lead-in and late news time periods on affiliates in the top five markets. Rating/shares under *L* represent lead-in half-hour (10:30-11). Those under *N* are for late news (11-11:30).

Market	*May 85*		*May 86*		*May 87*		*May 88*		*May 89*	
	L	*N*	*L*	*N*	*L*	*N*	*L*	*N*	*L*	*N*
New York	40/68	28/61	41/69	31/65	36/65	28/60	36/63	27/59	35/57	27/55
Los Angeles	35/71	23/61	32/66	21/61	30/63	22/59	35/67	25/61	32/62	21/51
Chicago	45/71	43/71	45/72	42/62	42/66	40/66	44/71	44/75	44/65	45/69
Philadelphia	49/79	43/81	45/74	37/73	40/68	35/71	44/72	36/71	40/66	33/66
S. Francisco	35/70	24/67	34/69	26/69	31/68	21/62	30/62	20/56	30/58	19/52

* * *

A sign of the current times is the increased determination of station management to hold down salary increases. "In negotiating talent contracts with agents," says WUSA-TV's Pearce, "the reality is that one no longer talks about increases large enough to change one's lifestyle." That, however, may not be entirely accurate. Industry sources say stations can still be persuaded to pay hefty salaries if the payoff is expected to be an increased rating point or two. One major-market station reportedly lured a $700,000-a-year anchor from a competing outlet with the offer of a $1 million contract. But sources say that in cases where substantial pay increases are wormed out of station management for a star, the station tends to get stingier than it would be otherwise with the spear carriers on the staff.

Then there is the recent development of cooperation among stations, odd in a business known for its fierce competitiveness, but born of the conflicting pressures felt by news directors across the country—financial austerity versus audience expectations of service, expectations the local news operations have encouraged over the years. News directors hard pressed for access to a satellite in covering a major story have found colleagues—sometimes even those who are normally their competitors—willing to make their SNG trucks available to them. Mark Effron, news director of WFSB(TV) Hartford, shared the truck he had sent to Woodstock for a 20-year anniversary story with WNEV-TV Boston. Why not? "In Boston," says Effron, "WNEV-TV would make facilities available to us. It's going on all over the country." Indeed, some say the scene at the crash of the United Airlines plane at the Sioux City airport on July 19 called to mind what WGN-TV's Davis calls "a Ku flea circus," as crews shopped around for pieces of time.

* * *

Of course, not all news directors are worried about being confronted with a request for a $1 million contract. Some are not even concerned about their next satellite-delivered story. John McBreen, of KGAK(AM) Gallup, N.M., has other day-to-day problems. As the head of a two-and-a-half-person staff, including himself, McBreen covers parts of four states—Utah, Colorado, Arizona and New Mexico—where 150,000 people live, including those on the Navajo reservation, the largest Indian reservation in the country. Modest as his operation is, some of McBreen's problems would not be unfamiliar to his colleagues in Boston or New York: What kind of news interests his listeners? "Do they care about corruption, about issues at city hall, or something else?" And with newspapers like *USA Today* showing the way to glitz and polish, he wonders how he can not only produce the news his listeners want and need but "package" it attractively. Nor is that all.

When McBreen has time to think of more cosmic things, he worries about "where radio news is going." With deregulation the order of the day, he says, he fears being told one day that the station "is out of the news business." KGAK is owned by Gallup Broadcasting, a family-owned corporation, and McBreen has worked at the station for 15 years. So he is not concerned about

Gallup. "But if they sold the station," he said, "I'd be worried."

Jim Vitak, of WBNS-AM-FM Columbus, Ohio, is another news director more familiar with pressure than glamor. The AM is one of broadcasting's pioneers; it went on the air in 1922. And like AM's generally, it is struggling. Still, the AM and FM, along with a commonly owned but separately licensed television station, are a major force in Columbus broadcasting. With a six-person staff, the radio stations churn out a respectable budget of news during the day, including a half hour, split with CBS News at 6 p.m., and 12-minute reports at 6 a.m., 7 a.m., and 8 a.m. on the AM, and two- or three-minute reports on the top of the hour on the FM. Vitak is satisfied generally with the equipment available, though he says he could use some cellular phones. And he is comfortable in a company long owned by members of a local family, the Wolfes. "The family ownership is a help," said Vitak, who has been with WBNS for 11 years. But then, sounding like McBreen, he said, "In the back of my mind, I wonder if it will always be that way."

So the surge of takeovers that has beset the broadcasting industry, like other industries in the U.S., over the past few years, has had an impact on the psyches of broadcasters far from the scene of those actions. And at those stations directly involved in takeovers, the efforts to control costs seem to be particularly pronounced. The cutbacks in personnel at the three network news operations that received considerable attention after ABC, CBS and NBC changed hands a few years ago have had their echoes at the networks' owned-and-operated stations—though not always with necessarily adverse consequences.

Richard Reingold, news director at NBC's WMAQ-TV Chicago, for instance, says "efficiencies"—which he later translated as reductions in force—had been under way over a period of time that began before General Electric's acquisition of the NBC parent, RCA Corp. But another of the station's moves, ironically, has been to reintroduce a half hour of local news at 6 p.m., following *The NBC Nightly News*. The news segment next month will replace *Inside Edition*, which in turn had replaced *USA Today*. It had supplanted the local news half hour about a year ago. WMAQ-TV will be only the second station in Chicago—Capcities/ABC's WLS-TV is the other—to broadcast local news at 6 p.m. What prompted the move? Reingold says that as a top-rated, "full-service" station, WMAQ-TV should have a newscast at 6 p.m., as well as in every other segment of the day. "Viewers expect it," he said. But Reingold offered another reason, as well: "We can control the costs of local news, and *Inside Edition* was not a big success."

(Chicago, incidentally, presents the interesting, perhaps unique, picture of a market where network affiliates are providing an independent station with competition. WMAQ-TV now offers a half-hour newscast at noon, where the Tribune Co.'s WGN-TV had long held sway for one hour in lonely splendor. And Fox Stations' WFLD(TV) now goes head-to-head with WGN-TV at 9 p.m. Each of those stations does an hour program. Thus far, at least, WGN-TV is more than holding its own on the two fronts.)

At Capcities/ABC's KGO-TV San Francisco, staffers still mutter about staff cuts that followed the takeover, cuts that they say have affected the news division's ability to perform. But Andrew Shinnick, assistant news director, is not one of those complainants. "Sure, we're trying to hold costs down, on overtime and [union] penalties," he says. And he acknowledged that budgets are tighter than they once were. But he said ABC, when it owned the station, was also strict about expenditures. "Still, when a big story breaks somewhere, like the Mexican earthquake or the oil spill in Alaska," he says, "we go. We spend a lot of money." What's more, he said, the station is producing more news programs than ever before—an additional half-hour newscast in the morning and an extensive budget of specials. There is nothing eleemosynary in that. Says Shinnick: "We're getting the costs back in advertising." News, he says, "is still a profit center."

□

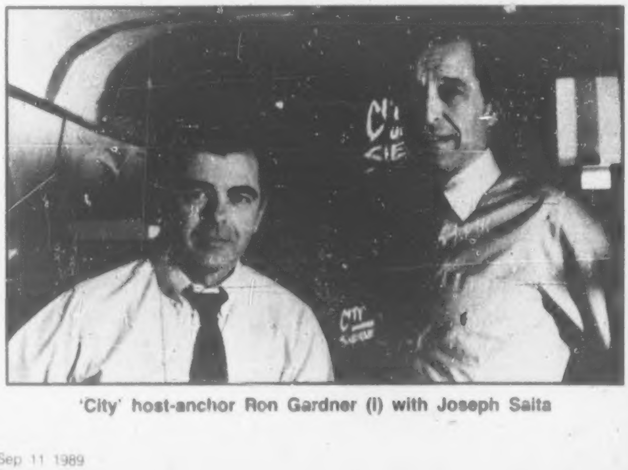
The CBS-owned stations that also suffered budget—and personnel—cuts three years ago and are operating under a more bottom-line-oriented management than in the past are more than simply making do. KCBS-TV Los Angeles, for instance, covers its vast market with a staff of up to 140. And it and WBBM-TV Chicago operate investigative units, a service some stations have given up in the interest of economy. Like the other-network-owned stations in Chicago, WBBM-TV sent a crew to Poland two weeks ago with Senator Paul Simon (D-Ill.), and will send another to London and Ireland this month with Mayor Richard M. Daley. KCBS-TV hit upon what its general manager, Robert Hyland, feels is a successful formula—"Talk walks to news." The addition of *Geraldo* at 4 p.m., combined with a change in anchors at 5 p.m., Hyland says, has helped the CBS station in its battle with KABC-TV for second place at 5 p.m.

Some stations have in fact throttled back on local news; several CBS affiliates that moved *Evening News with Dan Rather* up from 7 p.m. ET to 6:30 p.m. decided that a half hour of the local news that had been aired between 6 and 7 p.m. was expendable. WFSB(TV) made that decision about 16 months ago. But the station still airs three hours of local news during the day. And the news director, Effron, defends the cutback on journalistic grounds. "I'm more comfortable with one and a half hours [from 5 to 6:30 p.m.] than I was with two hours. I can focus more on the time available.... We're less stretched out to fill." Effron argues that the move—along with other changes, including anchor switches—helped the station solidify its position as number one in the market.

But the news in local news is in the expansion of time available for it. Several months ago, WUSA-TV Washington found itself confronted with the task of filling an hour at 4 p.m.; *Oprah* had been wooed away by WJLA-TV. Management considered its options, and tentatively decided on the show being put together as a syndicated showcase for Kenny Rogers. But that project collapsed in the spring. At that point, says WUSA-TV general manager Hank Yaggi, management began considering news. "The aim was not simply to minimize loss but to win," he said. And news, officials felt, is what the station did best. Was there a market for news—specifically WUSA-TV news— at 4 p.m.? Research—telephone surveys and focus groups—indicated there was. So on Sept. 5, WUSA-TV introduced its new one-hour newscast, with hard news, some of it supplied by CNN, medical and health features, lifestyle pieces and syndicated travel material. The new show brings to four and a half hours the amount of time the station devotes to local news. "This is an interesting market," says Yaggi. "There's a lot of news here."

The station in the Washington market that has captured the imagination of news junkies, however, is WTTG(TV). Long an independent—in the years before Metromedia sold it and other television properties to Rupert Murdoch and his Fox Stations—it broadcasts an hour of news at 10 p.m. Almost a year ago, it introduced *City Under Siege*, a nightly half-hour show following the news—and therefore in direct competition with the three network affiliates' late night news shows— and dedicated to the single story of drugs, in all of its domestic, national and international dimensions. The show is modeled on the predecessor to ABC News's *Nightline*, *America Held Hostage*. That one was anchored to the continuing story of the Iranians' seizure of the American embassy in Teheran, in 1979. And *City* was the first local news program in the country to take on a single subject five times a week. Like the show that inspired it, *City* has been a success.

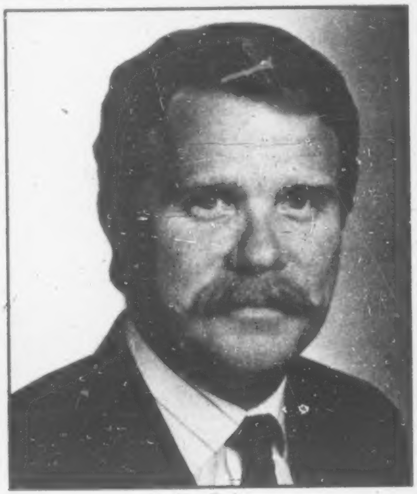
The show—conceived in a city that already in 1989 has counted



'City' host-anchor Ron Gardner (l) with Joseph Saita

Frank Yaggi

Blake Byrne



Joe Duke

more than 300 murders, most of them drug-related—contains a fair share of stories showing police kicking in doors and otherwise focusing on the grim aspects of the drug culture. But it also has positive aspects, segments on drug treatment facilities and on "profiles" of suspects in drug cases that police say have led to the capture of 29 of them. Indeed, police have credited the program with generating tips that have led to "hundreds" of arrests.

News director Joe Saitta says station officials were not sure there would be enough material for a nightly show devoted to the one subject. But on Oct. 3, *City* will celebrate its first anniversary, with a one-hour production. Making anticipation of that event particularly sweet was WTTG-TV's success in edging WJLA-TV for third place for the 11-11:30 p.m. time slot in Arbitron's July book. And the show is no longer unique: it inspired one of WTTG's Fox sister stations—KRIV(TV) Houston—in another city with a serious drug problem—to produce its own *City Under Siege*. The Houston version began airing on a nightly basis on July 10, after beginning in April as a weekly show.

As WTTG prepares to celebrate the first anniversary of *City*, KHJ-TV, another independent, on the other side of the continent, is beginning to assemble a news show that is certain to attract attention, though not necessarily imitators. Blake Byrne, president and general manager of the station, says management felt there was "a need for three hours of news in prime time. It's never been done. It's a challenge." But why is the station making the commitment? "We're the number one television market in the country," Byrne said (before backing off sufficiently to acknowledge that New York "thinks they are"), "so this is the place to try it." The show will include local, national and international news, in competition with the network affiliates' programing between 8 and 11 p.m., and will feature "at least" four anchors.

Disney, which Byrne described as "a bottom line company," expects the show to generate profits. "We won't do it at a loss," he says. And while the company does not expect the project to be profitable initially, Byrne said the hope is that it "turns the corner after a year." The show is scheduled to air on Jan. 15.

Nor is that the end of the news being generated by those involved in local news. Perhaps the most significant development is the move by stations to ally themselves with cable television systems. An example is WWL-TV New Orleans and its arrangement with the Cox Cable system that serves Orleans Parish. Beginning on Sept. 18, each station newscast will be simulcast on a cable channel, then repeated until the next newscast, with the process continuing throughout the 24 hours. One reason for such an alliance, of course, is the expectation it will generate revenues. What's more, says Joe Duke, WWL-TV news director, "it allows a dominant station to demonstrate its commitment to news in the market. It provides service for those who can't watch in the traditional time slot. "Those watching news at 2 a.m. have to be watching ours," says Duke.

Duke sees the arrangement as a kind of local version of a CNN Headline service, and is convinced there is a future for such cooperation. He says such ventures are an answer to what he regards as "the biggest danger to television news departments"—diminished resources. But it is not only stations experiencing hard times that are attracted to the concept. Balboni, even while talking of WCVB-TV's "year of growth and progress," says, "Our station is considering" entering an arrangement with cable television. "In the next five years," he says, "stations making newscasts available to local cable will be the big thing. There will be more competition in the market, and those who do it will benefit; those who don't will suffer."

All of which brings out the optimist in the new president of the Radio-Television News Directors Association, David Bartlett. "We're poised on the edge of a new surge of growth," he says, citing the entry of some independents into news programing for the first time, and some, like KHJ-TV, in an unprecedentedly major way. Then there is the developing interest in alliances between stations and the cable systems which have been eating into their audiences. That could result in stations beefing up their news staffs. So Bartlett, who sees a flattening out of RTNDA membership—it has fluctuated between 3,100 and 3,200 for the past two years—as a reflection of conditions in the field, says, hopefully, "Maybe there is a light in the gathering gloom." —LZ

An advance, agenda and exhibitor list for the Radio-Television News Directors Association convention begins on page 58.

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grossed in pushing itself individually and missing the opportunity to sell the band. "I haven't been able to sell it to my competitors yet," he says, "but we are missing the opportunity to awaken some people who have either deserted us or grown up in a time when we have become secondary."

KCBS(AM) is the CBS news outlet in San Francisco. Ray Barnett, vice president and general manager, is following what he termed "the CBS tradition of news excellence." The station has news bureaus in all nine counties of the Bay area, and its news staff of approximately 40 reporters is constantly out on the street reporting.

According to Ed Cavagnaro, director of news and programing, KCBS has increased its number of remote broadcasts to 75 a year. The mobile studio broadcasts from county fairs, street markets, Stanford football and basketball games, Los Angeles Raiders football games, and food and wine festivals.

"It is vital to the success of our station, given our format, to keep our pulse on the community," Barnett says. The station monitors minority and political groups, government agencies and any active group in the area.

Barnett and the news team at KCBS are emphatic about maintaining high production and programing standards. To that end, the station continually invests in research and technological tools that they feel give them the flexibility to be creative and aggressive. Says Barnett: "The very availability of these tools aids the creative function. It frees people up to make quick decisions, it takes off the shackles." —LC

Photos on page 75 courtesy of S.F. Convention & Visitors Bureau, Atlanta Chamber of Commerce, Dallas Convention & Visitors Bureau.

RADIO '89

A TALE OF THE TOP 500

For more than seven years, adult contemporary programing has reigned as the most popular music format in America. BROADCASTING's analysis of Arbitron's 1989 spring survey of the top 50 metro service areas (MSA's) shows Adult Contemporary and its variants—Soft AC or "Lite" Adult Contemporary—are still on top, but close on their heels are stations programing Top 40 or Contemporary Hit Radio music. Album Oriented Rock placed third in this year's tally, followed next by Country music programing.

In short, this year's survey paralleled 1988's and 1987's results, but the gap between the top two formats is closing fast. Depending on how one separates the two formats, the 1989 survey puts AC out in front of CHR/Top 40 by no more than seven stations (97 AC versus 90 CHR).

In 1986, the finishing order was: AC, CHR, Easy Listening, Country and AOR. For 1985, it was AC in front, followed by CHR, Country, Easy Listening and AOR. (Country music and Easy Listening were in a virtual tie for third place in 1984, with AC and CHR/Top 40 finishing off first and second, respectively. AOR, again, placed fourth that year.)

The 1983 survey found Top 40 and AOR in a neck-and-neck finish for second place behind Adult Contemporary. Country music programing came next in popularity that year, with Easy Listening/Beautiful rounding out the top five formats.

Within each MSA, the Arbitron spring survey tallies the total average quarter-hour audience of persons (aged 12-plus), listening to broadcasts Monday through Sunday, from 6 a.m. to midnight. The survey period ran from March 30 to June 21.

While AC programing led the 500 sta-

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tions overall. CHR led in the top 10 markets. MSA's that had a format in the lead other than AC or CHR were Chicago, where WGN(AM)'s MOR and Talk formats dominated. News/Talk led in San Francisco on KGO(AM), while Philadelphia's KYW(AM) used an all news format to rank first in that market. MOR was key for Detroit's WJR(AM), while Urban Contemporary programing kept KMJQ(FM) Houston on top.

Format information is taken primarily from the 1989 BROADCASTING □ CABLE YEARBOOK. Audience survey information is supplied by Arbitron and is copyrighted by the rating service. The information may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service.

Listed below are the top 10 stations in the top 50 markets. Included under each market heading are the 1989 and 1988 market ranks for that market, along with the MSA's audience population. Changes in a market's total population are noted as well.

The chart on page 96 lists the markets in order of their change in population totals (1988 vs. 1989). —ATS

New York

1989 rank: 1 **MSA pop.: 14,056,500**
1988 rank: 1 **MSA pop.: 14,053,600**
Pop. increase: 2,900

Station	Format	Audience
1 WHTZ(FM)	contemp. hit	165,200
2 WLTW(FM)	adult contemp	146,500
3 WCBS-FM	oldies	138,200
4 WINS(AM)	news	129,400
5 WPAT-FM	beautiful music	116,400
5 WNEW-FM	rock (AOR)	116,400
7 WRKS-FM	urban contemp	112,900
8 WQHT(FM)	Top 40	109,700
9 WOR(AM)	info., news, talk	102,700
10 WNSR(FM)	adult contemp./soft rock	96,900

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WJTC-TV, Pensacola, Florida • **$5,000,000**
KVAN, KMJK-FM, Portland, Oregon • **$7,650,000**
WAKR, WONE-FM, Akron, Ohio • **$13,000,000**
WCOS AM-FM, Columbia, South Carolina • **$12,500,000**
KXOK, KLTH-FM, St. Louis, Missouri • **$6,500,000**
WMJR, WJAD-FM, Albany, Georgia • **$3,000,000**
WPBD-AM, Atlanta, Georgia • **$4,200,000**

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Los Angeles

1989 rank: 2 **MSA pop.: 9,086,100**
1988 rank: 2 **MSA pop.: 8,831,800**
Pop. increase: 254,300

Station	Format	Audience
1 KPWR(FM)	contemp. hit	118,400
2 KOST(FM)	light adult contemp	101,200
3 KABC(AM)	talk	86,900
4 KIIS-FM	contemp. hit	82,000
5 KQLZ-FM	adult contemp	72,100
6 KBIG(FM)	adult contemp	71,500
7 KJOI(FM)	easy listening	67,600
8 KLOS(FM)	AOR	62,600
9 KNX(AM)	all news	54,900
10 KRTH-FM	oldies	51,900

Chicago

1989 rank: 3 **MSA pop.: 6,704,600**
1988 rank: 3 **MSA pop.: 6,692,400**
Pop. increase: 12,200

Station	Format	Audience
1 WGN(AM)	MOR/talk	115,700
2 WGCI-FM	urban contemp	78,700
3 WBBM(AM)	news	68,000
4 WLUP-FM	adult rock	60,900
5 WVAZ(FM)	urban contemp	59,700
6 WYTZ(FM)	contemp. hit	56,000
7 WBBM-FM	contemp. hit	52,000
8 WCKG(FM)	classic rock	51,600
9 WKQX(FM)	Top 40	51,000
10 WXEZ-FM	easy listening	45,600

San Francisco

1989 rank: 4 **MSA pop.: 4,954,500**
1988 rank: 4 **MSA pop.: 4,879,800**
Pop. increase: 74,700

Station	Format	Audience
1 KGO(AM)	news/talk	59,600
2 KMEL(FM)	contemp. hit	47,900
3 KCBS(AM)	news and info	39,700
4 KOIT-FM	adult contemp	35,800
5 KIOI(FM)	adult contemp	33,500
6 KFRC(AM)	classic MOR	30,100
7 KNBR(AM)	adult contemp./talk	30,000
8 KSAN-FM	country	29,100
9 KRQR(FM)	AOR	25,800
9 KABL-FM	beautiful music	25,800

Philadelphia

1989 rank: 5 **MSA pop.: 4,084,900**
1988 rank: 5 **MSA pop.: 4,059,600**
Pop. increase: 25,300

Station	Format	Audience
1 KYW(AM)	all news	56,300

Station	Format	Audience
2 WMMR(FM)	AOR	55,100
3 WUSL(FM)	urban contemp	54,800
4 WEAZ(FM)	easy listening	[illegible]
5 WEGX(FM)	contemp. hit	48,400
6 WPEN(AM)	big band, nostalgia	46,400
7 WOGL(FM)	oldies	[illegible]
8 WKSZ(FM)	adult contemp	[illegible]
9 WMGK(FM)	magic music	[illegible]
10 WYSP(FM)	classic rock	35,600

Detroit

1989 rank: 6 **MSA pop.: 3,570,000**
1988 rank: 6 **MSA pop.: 3,576,200**
Pop. decrease: –6,200

Station	Format	Audience
1 WJR(AM)	MOR, news, talk	[illegible]
2 WJLB(FM)	Black contemp	[illegible]
3 WJOI-FM	easy listening	[illegible]
4 WWJ(AM)	all news	[illegible]
5 WDFX(FM)	contemp. hit	[illegible]
6 WWWW(FM)	modern country	[illegible]
7 WCZY-FM	contemp. hit	[illegible]
8 WLLZ(FM)	AOR	[illegible]
9 WCSX(FM)	classic rock	[illegible]
10 WHYT(FM)	contemp. hit	[illegible]

Boston

1989 rank: 7 **MSA pop.: 3,176,000**
1988 rank: 7 **MSA pop.: 3,183,800**
Pop. decrease: –7,800

Station	Format	Audience
1 WXKS-FM	contemp. hit	45,800

Station	Format	Audience
2 WZOU(FM)	contemp. hit	39,400
3 WRKO(AM)	talk	39,000
4 WJIB(FM)	easy listening	37,700
5 WBZ(AM)	adult contemp, news, talk	35,200
6 WBCN(FM)	rock (AOR)	34,800
7 WMJX(FM)	adult contemp	28,100
8 WHDH(AM)	talk	27,600
9 WSSH-FM	adult contemp	23,600
10 WODS-FM	oldies	21,900

Dallas-Ft. Worth

1989 rank: 8 **MSA pop.: 3,111,900**
1988 rank: 8 **MSA pop.: 3,062,600**
Pop. increase: 49,300

Station	Format	Audience
1 KVIL-FM	adult contemp	47,800
2 KPLX(FM)	country	41,400
3 KSCS(FM)	country	39,100
4 WBAP(AM)	country	37,500
5 KKDA-FM	urban contemp	33,800
6 KEGL(FM)	contemp. hit	25,300
7 KRLD(AM)	news, sports	24,800
8 KJMZ(FM)	urban contemp	24,700
9 KHYI(FM)	contemp. hit	24,500
10 KMEZ(FM)	urban contemp	22,700

Washington

1989 rank: 9 **MSA pop.: 3,077,200**
1988 rank: 9 **MSA pop.: 3,006,900**
Pop. increase: 70,300

Station	Format	Audience
1 WPGC-FM	contemp. hit	34,600

Station	Format	Audience
2 WGAY-FM	easy listening	32,100
3 WMZQ-FM	country	30,000
4 WMAL(AM)	personality, MOR	28,500
5 WKYS(FM)	urban contemp	27,100
6 WAVA(FM)	contemp. hit	25,200
7 WRQX(FM)	Top 40	22,700
8 WTOP(AM)	all news	21,900
9 WASH-FM	adult contemp	21,600
10 WWDC-FM	AOR	20,300

Houston-Galveston

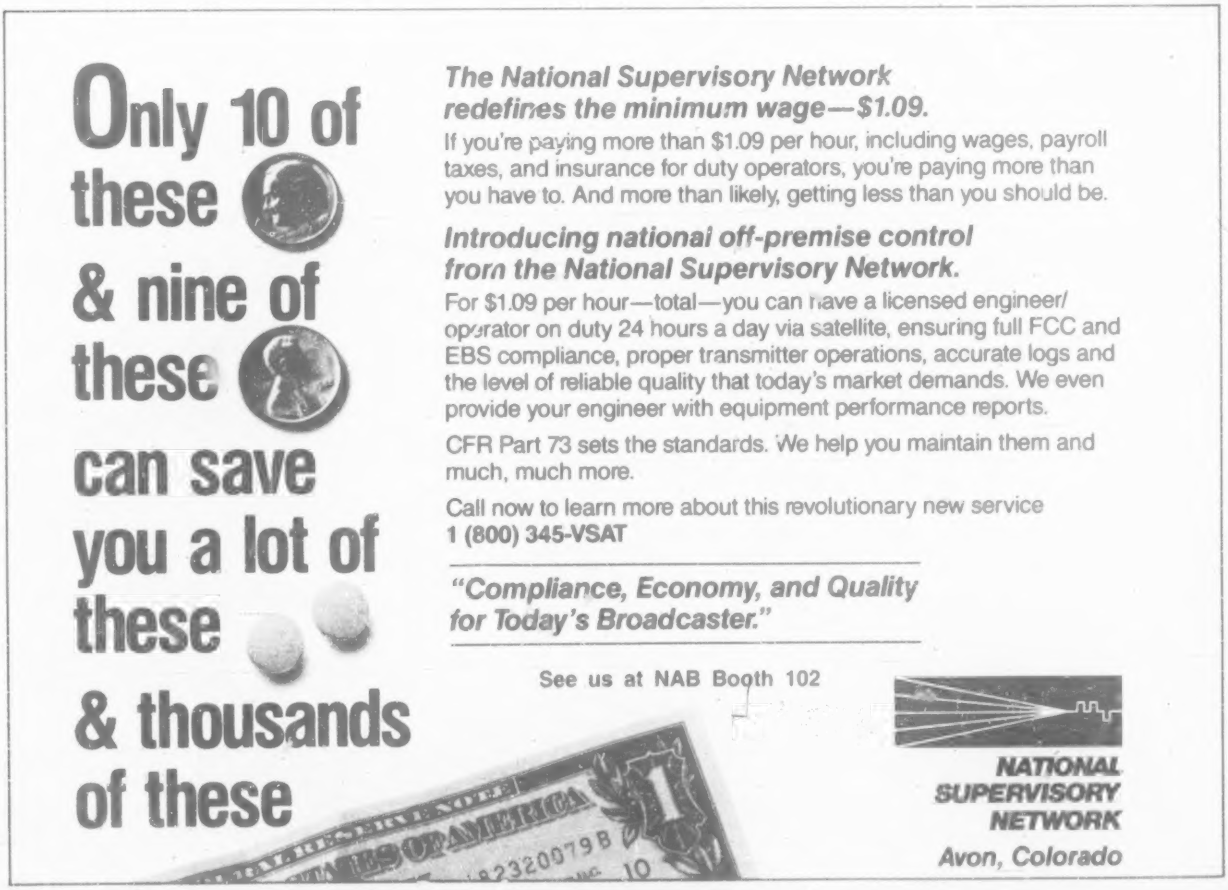
1989 rank: 10 **MSA pop.: 2,958,400**
1988 rank: 10 **MSA pop.: 2,997,900**
Pop. decrease: –39,500

Station	Format	Audience
1 KMJQ(FM)	urban contemp	50,000
2 KILT-FM	country	44,900
3 KLOL(FM)	AOR	38,300
4 KIKK-FM	modern country	35,800
5 KKBQ-FM	contemp. hit	35,600
6 KODA(FM)	easy listening	32,500
7 KTRH(AM)	news, sports, info	31,600
8 KRBE-FM	contemp. hit	30,100
9 KLTR(FM)	adult contemp	23,000
10 KQUE(FM)	MOR	20,900

Miami-Ft. Laud.-Hollywood

1989 rank: 11 **MSA pop.: 2,645,200**
1988 rank: 11 **MSA pop.: 2,595,900**
Pop. increase: 49,300

Station	Format	Audience
1 WHQT(FM)	contemp. hit	48,700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Avon, Colorado

Station	Format	Audience
2 WLYF(FM)	beautiful music	47,100
3 WMXJ(FM)	oldies	27,600
4 WPOW(FM)	contemp hit	26,800
5 WIOD(AM)	talk, news, sports	25,300
6 WHYI-FM	Top 40	25,200
7 WQBA(AM)	Span news/talk/entertain	23,700
8 WCMQ(FM)	adult contemp Spanish	20,900
9 WAQI(AM)	Span news/talk/entertain	20,500
10 WGTR(FM)	compact disk AOR	18,800

Nassau-Suffolk (Long Island)

1989 rank: 12 **MSA pop.: 2,237,400**
1988 rank: 12 **MSA pop.: 2,244,600**
Pop. decrease: –7,200

Station	Format	Audience
1 WALK-FM	adult contemp	32,700
2 WHTZ(FM)	contemp hit	26,700
3 WBLI(FM)	contemp hit	22,100
4 WBAB-FM	AOR	20,100
5 WCBS-FM	oldies	19,500
6 WLTW(FM)	adult contemp	15,700
7 WCBS(AM)	all news	14,800
8 WNEW-FM	rock (AOR)	13,000
9 WXRK(FM)	rock (AOR)	12,700
10 WKJY(FM)	adult contemp	12,600

Atlanta

1989 rank: 13 **MSA pop.: 2,219,200**
1988 rank: 13 **MSA pop.: 2,117,200**
Pop. increase: 102,000

Station	Format	Audience
1 WVEE(FM)	urban contemp	38,800
2 WSB-FM	adult contemp	37,600
3 WAPW(FM)	contemp hit	36,500
4 WPCH(FM)	easy listening	31,600
5 WKHX-FM	country	30,200
6 WSB(AM)	adult contemp	26,600
7 WKLS-FM	AOR	22,500
8 WZGC(FM)	contemp hit	22,400
9 WFOX(FM)	adult contemp	20,400
10 WYAY(FM)	country	19,500

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Seattle-Tacoma

1989 rank: 14 **MSA pop.: 2,131,400**
1988 rank: 14 **MSA pop.: 2,088,600**
Pop. increase: 42,800

Station	Format	Audience
1 KIRO(AM)	news, sports, talk	34,100
2 KUBE(FM)	contemp hit	24,900
3 KPLZ(FM)	contemp hit	24,600
4 KOMO(AM)	adult contemp	21,400
5 KBRD(FM)	beautiful music	16,800
6 KISW(FM)	rock (AOR)	16,600
7 KXRX(FM)	adult rock	14,600
8 KMPS-FM	country	14,500
9 KING-FM	classical	13,200
10 KBSG(FM)	oldies	12,600

St. Louis

1989 rank: 15 **MSA pop.: 2,037,500**
1988 rank: 15 **MSA pop.: 2,028,000**
Pop. increase: 9,500

Station	Format	Audience
1 KMOX(AM)	news, info, talk, sport	79,300
2 KSHE(FM)	heritage adult rock	36,300
3 KEZK-FM	easy listening	30,200
4 WKBQ(FM)	contemp hit	22,900
5 WIL-FM	contemp country	21,700
6 KMJM(FM)	urban contemp	21,200
7 KLOU(FM)	contemp hit	19,300
8 KSD-FM	classic rock	19,200
9 KYKY(FM)	adult contemp	17,700
10. KRJY(FM)	adult contemp	9,500

San Diego

1989 rank: 16 **MSA pop.: 1,985,100**
1988 rank: 19 **MSA pop.: 1,901,900**
Pop. increase: 83,200

Station	Format	Audience
1 KGB-FM	rock (AOR)	30,800
2 KKLQ-FM	MOR	28,300
3 KFMB(AM)	full service AC	23,500
4 KJQY(FM)	lite and easy	23,100
5° KSON-FM	country	20,900
5 KSDO(AM)	news, talk	20,900
7 KFMB-FM	contemp young adult	19,900
8 XETRA-FM	modern AOR	16,200
9 KYXY(FM)	adult contemp	12,600
10 KKYY(FM)	adult contemp	12,300

Baltimore

1989 rank: 17 **MSA pop.: 1,975,900**
1988 rank: 17 **MSA pop.: 1,953,100**
Pop. increase: 22,800

Station	Format	Audience
1. WBAL(AM)	personality, news, talk	34,900
2 WLIF(FM)	contemp easy listening	31,300
3. WXYV(FM)	urban contemp	27,700
4 WWMX(FM)	adult contemp	26,600
5 WIYY(FM)	AOR	24,300
6 WPOC(FM)	todays country	23,700
7 WBSB(FM)	mass appeal contemp	21,600
8 WQSR(FM)	oldies	10,100
9 WCBM(AM)	oldies	9,500
10 WYST-FM	lite and easy favorites	8,500

Pittsburgh

1989 rank: 18 **MSA pop.: 1,964,400**
1988 rank: 16 **MSA pop.: 1,986,400**
Pop. decrease: –22,000

Station	Format	Audience
1 KDKA(AM)	MOR talk	52,100
2 WBZZ(FM)	Top 40	36,500
3 WSHH(FM)	easy listening	35,000
4 WWSW-FM	classic hits, 60's and 70's	26,900
5 WDVE(FM)	AOR	26,400
6 WAMO-FM	urban contemp	20,500
7 WLTJ(FM)	adult contemp	17,400
8 WMYG(FM)	classic rock	16,200
9 WDSY(FM)	modern country	15,400
10 WTAE(AM)	talk	14,500

Minneapolis-St. Paul

1989 rank: 19 **MSA pop.: 1,944,800**
1988 rank: 18 **MSA pop.: 1,936,500**
Pop. increase: 8,300

Station	Format	Audience
1 WCCO(AM)	variety personality	57,900
2 KQRS-FM	AOR	28,500
3 KSTP-FM	adult contemp	27,100
4 WLTE(FM)	soft adult contemp	26,500
5 WLOL(FM)	contemp hit	24,800
6 KDWB-FM	contemp hit	24,000
7 KEEY-FM	adult contemp	21,600
8 KQQL(FM)	oldies	15,900
9 KTCZ-FM	adult album	14,900
10 KLXK(FM)	contemp hit	13,800

Anaheim-Santa Ana

1989 rank: 20 **MSA pop.: 1,896,100**
1988 rank: 20 **MSA pop.: 1,849,400**
Pop. increase: 46,700

Station	Format	Audience
1 KQLZ-FM	lite adult contemp	22,700
2 KBIG(FM)	adult contemp	22,000
3 KLOS(FM)	AOR	19,300
4 KIIS-FM	contemp hit	19,000
5 KOST(FM)	adult contemp	17,300
6 KABC(AM)	talk	16,800
7 KPWR(FM)	contemp hit	15,900
8 KRTH-FM	oldies	15,700
9 KNX(AM)	all news	11,600
10 KMPC(AM)	MOR	10,700

Tampa-St. Pete.-Clearwater

1989 rank: 21 **MSA pop.: 1,756,400**
1988 rank: 22 **MSA pop.: 1,701,000**
Pop. increase: 55,400

Station	Format	Audience
1 WRBQ-FM	contemp hit	47,400
2 WQYK-FM	country	25,300
3 WWRM(FM)	soft adult contemp	24,300
4 WYNF(FM)	country	22,100

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Changes in radio market populations

The list below ranks Arbitron's Metro Service Areas (MSAs) in descending order, according to the total increase in MSA population.

Rnk	Market	1988 MSA pop.	1989 MSA pop.	total change	% change
2	Los Angeles	8,831,800	9,086,100	254,300	2.88
13	Atlanta	2,117,200	2,219,200	102,000	4.82
35	Riverside-San Bernardino	978,900	1,074,800	95,900	9.80
16	San Diego	1,901,900	1,985,100	83,200	4.37
4	San Francisco	4,879,800	4,954,500	74,700	1.53
9	Washington	3,006,900	3,077,200	70,300	2.34
23	Phoenix	1,625,000	1,683,300	58,300	3.59
21	Tampa-St. Ptrsbrg-Clrwtr	1,701,000	1,756,400	55,400	3.26
40	Hrtfrd-New Britain-Middltn	915,000	969,100	54,100	5.91
44	Orlando	773,100	826,000	52,900	6.84
11	Miami-Ft. Laudrdl-Hollywd	2,595,900	2,645,200	49,300	1.90
8	Dallas-Ft. Worth	3,062,600	3,111,900	49,300	1.61
20	Anaheim-Santa Ana	1,849,400	1,896,100	46,700	2.53
31	Sacramento	1,113,800	1,157,300	43,500	3.91
14	Seattle-Tacoma	2,088,600	2,131,400	42,800	2.05
32	Nrflk-Va. Bch-Nwprt Nws	1,088,200	1,115,200	27,000	2.48
5	Philadelphia	4,059,600	4,084,900	25,300	0.62
17	Baltimore	1,953,100	1,975,900	22,800	1.17
24	Denver-Boulder	1,570,700	1,592,800	22,100	1.41
47	Nashville	786,200	807,400	21,200	2.70
27	Kansas City	1,264,500	1,279,200	14,700	1.16
25	Portland, Ore.	1,319,900	1,334,200	14,300	1.08
41	Charlotte-Gastna-Rck Hill	895,400	909,600	14,200	1.59
3	Chicago	6,692,400	6,704,600	12,200	0.18
45	Monmouth-Ocean, N.J.	813,100	824,300	11,200	1.38
29	San Jose	1,187,900	1,198,600	10,700	0.90
42	Memphis	868,300	878,900	10,600	1.20
33	Columbus, Ohio	1,077,900	1,088,000	10,100	0.94
28	Provdnce-Warwick-Pawtckt	1,249,400	1,259,400	10,000	0.80
15	St. Louis	2,028,000	2,037,500	9,500	0.47
36	San Antonio	1,018,800	1,027,900	9,100	0.89
19	Minneapolis-St. Paul	1,936,500	1,944,800	8,300	0.43
37	Indianapolis	1,001,900	1,009,100	7,200	0.72
50	Greensboro-WS-High Pt	768,100	771,900	3,800	0.49
48	Dayton	798,400	802,200	3,800	0.48
1	New York	14,053,600	14,056,500	2,900	0.02
30	Cincinnati	1,162,700	1,165,500	2,800	0.24
43	Rochester, N.Y.	830,200	832,200	2,000	0.24
38	Salt Lake City-Ogden-Provo	1,000,400	999,300	–1,100	–0.11
39	Buffalo-Niagara Falls	999,700	995,600	–4,100	–0.41
49	Louisville	795,800	791,500	–4,300	–0.54
6	Detroit	3,576,200	3,570,000	–6,200	–0.17
26	Milwaukee-Racine	1,297,900	1,291,500	–6,400	–0.49
46	Oklahoma City	825,400	818,800	–6,600	–0.80
12	Nassau-Suffolk (L.I.)	2,244,600	2,237,400	–7,200	–0.32
7	Boston	3,183,800	3,176,000	–7,800	–0.24
22	Cleveland	1,764,200	1,754,500	–9,700	–0.55
34	New Orleans	1,097,500	1,085,200	–12,300	–1.12
18	Pittsburgh	1,986,400	1,964,400	–22,000	–1.11
10	Houston-Galveston	2,997,900	2,958,400	–39,500	–1.32

Station	Format	Audience
5. WDUV(FM)	beautiful music	21,700
6. WUSA-FM	adult contemp	19,100
7. WNLT(FM)	adult contemp	18,400
8. WFLA(AM)	news, talk	13,800
9. WDAE(AM)	MOR	12,600
10. WFLZ-FM	classic rock	11,300

Cleveland

1989 rank: 22 **MSA pop.: 1,754,500**
1988 rank: 21 **MSA pop.: 1,764,200**
Pop. decrease: –9,700

Station	Format	Audience
1. WMMS(FM)	contemp. hit	35,000
2. WLTF(FM)	adult contemp	29,300
3. WNCX(FM)	classic rock	23,800
4. WQAL(FM)	easy listening	22,600
5. WMJI(FM)	adult contemp	22,500
6. WDOK(FM)	soft favorites	21,500
7. WZAK(FM)	urban contemp	20,800

Station	Format	Audience
8. WGAR-FM	contemp. country	17,800
9. WWWE(AM)	news, talk, sports	14,900
10. WRMR(AM)	MOR	14,800

Phoenix

1989 rank: 23 **MSA pop.: 1,683,300**
1988 rank: 23 **MSA pop.: 1,625,000**
Pop. increase: 58,300

Station	Format	Audience
1. KNIX-FM	country	30,800
2. KZZP-FM	contemp. hit	25,500
3. KTAR(AM)	news, talk	22,500
4. KUPD-FM	AOR	21,900
5. KMEO-FM	easy listening	18,300
6. KKLT-FM	adult contemp	15,600
7. KSLX(FM)	oldies	12,900
8. KOY-FM	contemp. hit	12,600
9. KDKB(FM)	rock (AOR)	9,600
10. KFYI(AM)	news, talk	9,500

Denver-Boulder

1989 rank: 24 **MSA pop.: 1,592,800**
1988 rank: 24 **MSA pop.: 1,570,700**
Pop. increase: 22,100

Station	Format	Audience
1 KBCO-FM	adult AOR	22,400
2 KXKL-FM	oldies	21,400
3 KRXY-FM	contemp. hit	19,900
4 KYGO(FM)	country	19,300
5 KOSI(FM)	easy listening	18,600
6 KAZY(FM)	AOR	18,500
7 KOA(AM)	news/talk/sports	18,400
8 KQKS(FM)	CHR Top 40	14,500
9 KMJI(FM)	adult contemp	12,500
10 KRFX(FM)	CHR Top 40	11,700

Milwaukee-Racine

1989 rank: 26 **MSA pop.: 1,291,500**
1988 rank: 26 **MSA pop.: 1,297,900**
Pop. decrease: –6,400

Station	Format	Audience
1 WTMJ(AM)	MOR	29,900
2 WKTI(FM)	Top 40	24,700
3 WOKY(AM)	MOR	16,400
4 WMIL(FM)	country	15,900
5 WLUM-FM	contemp. hit	14,900
6 WKLH(FM)	classic rock	14,800
7 WEZW(FM)	easy listening	14,400
8 WLZR-FM	AOR	13,700
9 WZTR(FM)	oldies	10,600
10 WLTQ(FM)	light adult contemp	10,000

Providence-Warwick-Pawtcket

1989 rank: 28 **MSA pop.: 1,259,400**
1988 rank: 28 **MSA pop.: 1,249,400**
Pop. increase: 10,000

Station	Format	Audience
1 WPRO-FM	contemp. hit	31,500
2 WHJY(FM)	AOR	24,000
3 WLKW-FM	easy listening	23,600
4 WWLI(FM)	light adult contemp	15,600
5 WHJJ(AM)	news/talk	12,900
6 WPRO(AM)	adult contemp	12,300
7 WWKX(FM)	urban contemp	10,900
8 WSNE(FM)	adult contemp	10,600
9 WOOS(FM)	oldies	9,500
10 WBRU(FM)	AOR/progressive rock	7,100

Portland, Ore.

1989 rank: 25 **MSA pop.: 1,334,200**
1988 rank: 25 **MSA pop.: 1,319,900**
Pop. increase: 14,300

Station	Format	Audience
1 KKRZ(FM)	contemp. hit	18,700
2 KKCW(FM)	soft AOR	18,000
3 KEX(AM)	adult contemp	15,700
4 KINK(FM)	contemp. album	14,300
5 KUPL-FM	country	13,700
6 KGON(FM)	rock (AOR)	13,300
6 KXL(AM)	news/talk	13,300
8 KXYQ(FM)	contemp. hit	13,000
9 KXL-FM	easy listening	10,300
10 KKSN-FM	oldies	8,500

Kansas City

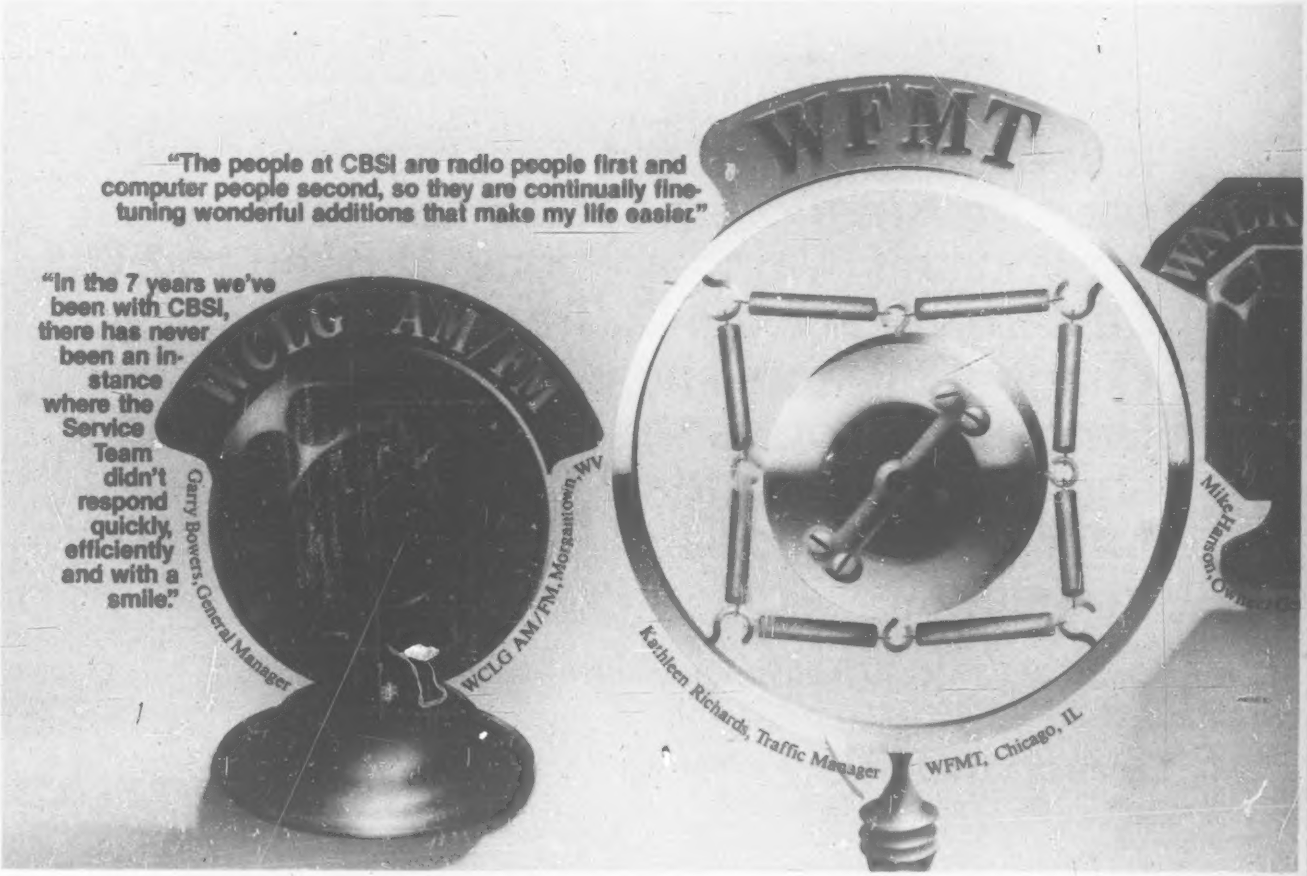
1989 rank: 27 **MSA pop.: 1,279,200**
1988 rank: 27 **MSA pop.: 1,264,500**
Pop. increase: 14,700

Station	Format	Audience
1 WDAF(AM)	country	34,100
2 KBEQ-FM	Top 40	16,300
3 KFKF-FM	country	15,900
4 KXXR-FM	contemp. hit	14,700
5 KMBZ(AM)	news/info/talk	14,100
6 KCMO(AM)	talk/news	13,300
7 KMBR(FM)	easy listening	12,900
8 KCPW(FM)	contemp. hit	11,800
9 KPRS(FM)	urban contemp	11,500
10 KYYS(FM)	rock	10,300

San Jose

1989 rank: 29 **MSA pop.: 1,193,600**
1988 rank: 29 **MSA pop.: 1,187,900**
Pop. increase: 10,700

Station	Format	Audience
1 KGO(AM)	news/talk	16,900
2 KBAY(FM)	easy listening	13,700
3 KARA(FM)	adult contemp	10,700
4 KOME(FM)	AOR	10,300
5 KEZR(FM)	adult contemp	9,100
6 KWSS(FM)	contemp. hit	9,000
7 KHQT(FM)	easy listening	8,400
8 KSJO(FM)	AOR	8,100
9 KSAN-FM	country	7,700
10 KCBS(AM)	news and info	7,500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WCLG AM/FM
Garry Bowers, General Manager
WCLG AM/FM, Morgantown, WV
Kathleen Richards, Traffic Manager
WFMT, Chicago, IL
Mike Hanson, Owner

Cincinnati

1989 rank: 30 **MSA pop.: 1,165,500**
1988 rank: 30 **MSA pop.: 1,162,700**
Pop. increase: 2,800

Station	Format	Audience
1 WLW(AM)	full service AC	25,600
2 WKRQ(FM)	contemp. hit	22,800
3 WEBN(FM)	AOR	20,000
4 WWEZ(FM)	beautiful music	15,200
5 WWNK-FM	adult contemp.	13,400
6 WRRM(FM)	adult contemp.	13,100
7 WOFX(FM)	classic hits	12,900
8 WKRC(AM)	adult contemp.	10,800
9 WUBE(FM)	contemp. country	10,300
10 WBLZ(FM)	urban contemp.	9,300

Norfolk-Va. Beach-Newport News

1989 rank: 32 **MSA pop.: 1,115,200**
1988 rank: 33 **MSA pop.: 1,088,200**
Pop. increase: 27,000

Station	Format	Audience
1 WAFX(FM)	country, farm	24,000
2 WCMS-FM	country	19,000
3 WFOG(FM)	easy listening	18,500
4 WNVZ(FM)	contemp. hit	15,600
5 WOWI(FM)	Black, adult contemp.	14,900
6 WNOR-FM	classic rock, AOR	13,400
7 WMYK(FM)	urban contemp.	11,500
8 WJQI-FM	adult contemp.	10,400
9 WLTY(FM)	adult contemp.	9,100
9 WWDE-FM	adult contemp.	9,100

New Orleans

1989 rank: 34 **MSA pop.: 1,085,200**
1988 rank: 32 **MSA pop.: 1,097,500**
Pop. decrease: –12,300

Station	Format	Audience
1 WEZB(FM)	Top 40	25,000
2 WQUE-FM	contemp. hit	20,000
3 WYLD-FM	urban contemp., news	16,900
4 WLTS-FM	adult contemp., lite rock	15,800
5 WBYU(AM)	big band, swing, ballads	10,900
6 WLMG(FM)	adult contemp.	10,200
7 WWL(AM)	news, country	9,800
8 WRNO-FM	contemp. hit, AOR, oldies	9,700
9 WBOK(AM)	urban contemp., religious	9,500
10 WCKW-FM	AOR	7,800

Sacramento

1989 rank: 31 **MSA pop.: 1,157,300**
1988 rank: 31 **MSA pop.: 1,113,800**
Pop. increase: 43,500

Station	Format	Audience
1 KFBK(AM)	news, talk	16,000
2 KCTC(FM)	beautiful music	15,400
3 KSFM(FM)	contemporary	14,300
4 KRAK-FM	modern country	13,600
5 KXOA-FM	adult contemp.	13,500
6 KZAP(FM)	AOR	11,600
7 KRXQ(FM)	AOR	11,200
8 KHYL(FM)	oldies	9,900
9 KRAK(AM)	modern country	8,400
10 KQPT-FM	religious	8,000

Columbus, Ohio

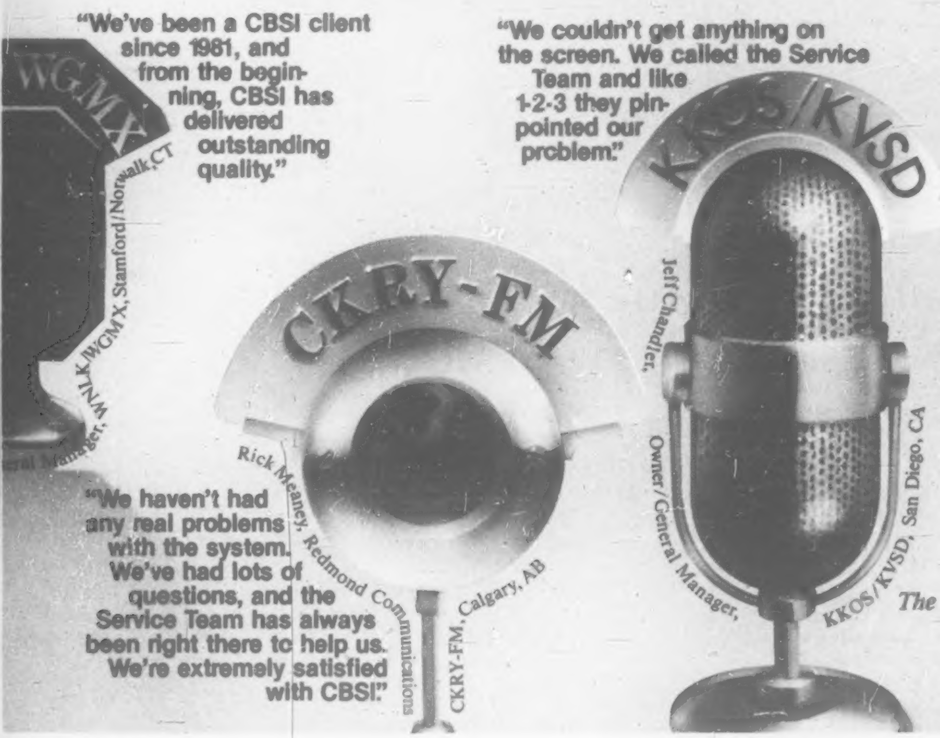
1989 rank: 33 **MSA pop.: 1,088,000**
1988 rank: 34 **MSA pop.: 1,077,900**
Pop. increase: 10,100

Station	Format	Audience
1 WNCI(FM)	adult contemp.	28,500
2 WSNY(FM)	adult contemp.	19,200
3 WLVQ(FM)	rock	17,100
4 WBNS-FM	easy listening	13,500
5 WTVN(AM)	adult contemp.	12,500
6 WHOK(FM)	country	10,000
7 WXGT(FM)	Top 40	9,700
8 WMGG(FM)	classic rock	9,300
9 WVKO(AM)	urban contemp.	7,000
10 WMNI(AM)	country	4,700

Riverside-San Bernardino

1989 rank: 35 **MSA pop.: 1,074,800**
1988 rank: 39 **MSA pop.: 978,900**
Pop. increase: 95,900

Station	Format	Audience
1 KDUO(FM)	easy listening	16,500
2 KGGI(FM)	Top 40	14,100
3 KQLZ-FM	lite AC	13,500
4 KRTH-FM	oldies	9,700
5 KOST(FM)	adult contemp.	9,200
6 KLOS(FM)	AOR	8,700
7 KFI(AM)	all talk	7,800
8 KCAL-FM	rock (AOR)	7,000
9 KNX(AM)	all news	6,900
10 KIIS-FM	Top 40	6,700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Rick Meaney, Redmond Communications
CKRY-FM, Calgary, AB
KKOS/KVSD
Jeff Chandler, Owner/General Manager, KKOS/KVSD, San Diego, CA

San Antonio

1989 rank: 36 ***MSA pop.: 1,027,900***
1988 rank: 35 ***MSA pop.: 1,018,800***
Pop. increase: 9,100

Station	*Format*	*Audience*
1 KCYY(FM)	country	16,200
2 KITY(FM)	contemp. hit	13,000
3 KSMG(FM)	adult contemp	12,400
4 KTFM(FM)	contemp. hit	11,600
4 WOAI(AM)	news talk	11,600
6 KAJA(FM)	contemp. country	10,800
7 KKYX(AM)	country	10,300
8 KCOR(AM)	Spanish	10,000
9 KMMX-FM	adult contemp	9,900
9 KISS(FM)	AOR	9,900

Salt Lake City-Ogden-Provo

1989 rank: 38 ***MSA pop.: 999,300***
1988 rank: 37 ***MSA pop.: 1,000,400***
Pop. decrease: -1,100

Station	*Format*	*Audience*
1 KKAT(FM)	modern country	15,200
2 KSOP-FM	modern country	12,100
3 KSFI(FM)	easy listening	12,000
3 KISN(FM)	adult contemp	12,000
5 KCPX-FM	contemp. hit	11,700
6 KSL(AM)	info. news. talk	10,900
7 KRSP-FM	AOR	8,600
8 KBER(FM)	adult contemp	8,100
9 KLCY-FM	contemp	6,000
10 KLZX(FM)	rock(AOR)	5,400

Hartford-New Brtn.-Middltwn.

1989 rank: 40 ***MSA pop.: 969,100***
1988 rank: 40 ***MSA pop.: 915,000***
Pop. increase: 54,100

Station	*Format*	*Audience*
1 WTIC(AM)	full service AC	27,600
2 WTIC-FM	contemp. hit	23,700
3 WRCH-FM	easy listening	15,700
4 WWYZ(FM)	adult contemp	12,900
5 WHCN(FM)	AOR	10,600
6 WDRC-FM	oldies	10,200
7 WIOF(FM)	magic music	9,700
8 WCCC-FM	AOR	8,900
9 WKSS(FM)	contemp. hit	7,000
10 WNEZ(AM)	MOR	5,400

Indianapolis

1989 rank: 37 ***MSA pop.: 1,009,100***
1988 rank: 36 ***MSA pop.: 1,001,900***
Pop. increase: 7,200

Station	*Format*	*Audience*
1 WFBQ(FM)	AOR	27,800
2 WIBC(AM)	MOR	22,100
3 WFMS(FM)	modern country	20,200
4 WZPL(FM)	adult contemp	17,400
5 WKLR(FM)	classic oldies	15,100
6 WENS(FM)	adult contemp	13,100
7 WTLC(FM)	urban contemp	12,400
8 WXTZ(FM)	easy listening	11,500
9 WTPI(FM)	adult contemp	5,900
10 WTUX(AM)	MOR	5,200

Buffalo-Niagara Falls

1989 rank: 39 ***MSA pop.: 995,600***
1988 rank: 38 ***MSA pop.: 999,700***
Pop. decrease: –4,100

Station	*Format*	*Audience*
1 WJYE(FM)	easy listening	20,000
2 WKSE(FM)	contemp. hit	17,000
3 WGR-FM	AOR	16,900
4 WBUF(FM)	adult contemp	15,400
5 WYRK(FM)	country	15,200
6 WBEM(FM)	adult contemp	14,200
7 WECK(AM)	MOR	10,300
8 WBLK-FM	urban contemp	10,200
9 WHTT-FM	classic hits	9,300
10 WMJQ(FM)	contemp. hit	7,600

Charlotte-Gastonia-Rock Hill

1989 rank: 41 ***MSA pop.: 909,600***
1988 rank: 41 ***MSA pop.: 895,400***
Pop. increase: 14,200

Station	*Format*	*Audience*
1 WSOC-FM	modern country	22,500
2 WPEG(FM)	urban contemp	16,600
3 WCKZ-FM	contemp. hit	13,300
4 WBT(AM)	adult contemp	11,300
4 WRFX(FM)	Top 40	11,300
4 WMXC-FM	adult contemp	11,300
7 WLVK(FM)	country	8,300
7 WEZC(FM)	adult contemp	8,300
9 WROQ-FM	contemp. hit	7,700
10 WBCY(FM)	CHR. adult contemp.	5,900

Memphis

1989 rank: 42 ***MSA pop.: 878,900***
1988 rank: 42 ***MSA pop.: 868,300***
Pop. increase: 10,600

Station	*Format*	*Audience*
1 WHRK(FM)	urban contemp	20,100
2 WGKX(FM)	country	16,200
3 WDIA(AM)	Black	14,400
4 WRVR-FM	adult contemp	14,000
5 WEGR(FM)	AOR	11,700
6 WMC-FM	contemp	9,400
7 KRNB(FM)	Black. urban contemp	9,300
8 WLOK(AM)	Black	8,600
9 WEZI-FM	easy listening	6,900
10 KMPZ(FM)	AOR	6,300

Rochester, N.Y.

1989 rank: 43 ***MSA pop.: 832,200***
1988 rank: 43 ***MSA pop.: 830,200***
Pop. increase: 2,000

Station	*Format*	*Audience*
1 WCMF(FM)	AOR	25,700
2 WPXY-FM	contemp. hit	16,700
3 WVOR-FM	adult contemp	16,300
4 WBEE-FM	country	13,100
5 WHAM(AM)	adult contemp	12,900
6 WDKX(FM)	urban contemp.	9,100
7 WKLX(FM)	oldies	8,500
8 WRMM(FM)	soft rock	8,100
9 WZSH(FM)	beautiful music	7,000
10 WEZO(AM)	MOR	4,300

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or dream you can, begin it.
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—Goethe

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Orlando

1989 rank: 44 **MSA pop.: 826,000**
1988 rank: 49 **MSA pop.: 773,100**
Pop. increase: 52,900

Station	Format	Audience
1 WWKA(FM)	country	13,700
2 WSTF(FM)	adult contemp	12,200
3 WSSP(FM)	easy listening	11,700
4 WHTQ(FM)	country	14,400
5 WJHM(FM)	urban contemp	11,200
6 WDBO(AM)	adult contemp	9,500
7 WBJW-FM	contemp. hit	8,600
8 WOCL(FM)	adult contemp	7,600
9 WDIZ(FM)	AOR	7,300
9 WWNZ(AM)	news/talk	7,300

Monmouth-Ocean, N.J.

1989 rank: 45 **MSA pop.: 824,300**
1988 rank: 45 **MSA pop.: 813,100**
Pop. increase: 11,200

Station	Format	Audience
1 WOBM-FM	adult contemp	13,500
2 WPAT-FM	beautiful music	9,500
3 WXRK(FM)	rock (AOR)	8,200
4 WFPG-FM	easy listening	7,800
5 WNEW-FM	rock (AOR)	7,700
6 WPLJ-FM	contemp. hit/Top 40	7,400
7 WOR(AM)	info/news/talk	7,100
7 WHTZ(FM)	contemp. hit	7,100
9 WFAN(AM)	sports/info	6,600
10 WCBS(AM)	news	5,800

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Oklahoma City

1989 rank: 46 **MSA pop.: 818,800**
1988 rank: 44 **MSA pop.: 825,400**
Pop. decrease: –6,600

Station	Format	Audience
1 KXXY-FM	country	19,500
2 KJYO(FM)	contemp. hit	13,800
3 KKNG(FM)	easy listening	10,700
4 KATT-FM	AOR	10,300
5 KEBC(FM)	country	8,900
6 KMGL(FM)	adult contemp	8,800
6 KZBS(FM)	contemp. hit	8,800
8 KTOK(AM)	talk	8,100
9 KOMA(AM)	MOR/nostalgia	7,800
10 KRXO(FM)	classic rock	7,400

Nashville

1989 rank: 47 **MSA pop.: 807,400**
1988 rank: 48 **MSA pop.: 786,200**
Pop. increase: 21,200

Station	Format	Audience
1 WYHY(FM)	contemp. hit	18,700
2 WKDF(FM)	AOR	14,600
3 WSM-FM	country	14,200
4 WSIX-FM	country	12,800
5 WLAC-FM	adult contemp	10,400
6 WZEZ-FM	beautiful music	9,200
7 WQQK-FM	urban contemp	8,000
8 WGFX-FM	classic rock	7,900
9 WRMX-FM	contemp. hit	7,400
10 WVOL(AM)	Black	5,600

Dayton

1989 rank: 48 **MSA pop.: 802,200**
1988 rank: 46 **MSA pop.: 798,400**
Pop. increase: 3,800

Station	Format	Audience
1 WTUE(FM)	AOR	12,000
2 WHIO(AM)	MOR	11,500
3 WHKO-FM	country	10,900
4 WAZU(FM)	adult contemp	9,500
4 WGTZ(FM)	contemp. hit	9,500
6 WWSN(FM)	adult contemp	8,500
7 WVUD-FM	adult contemp	7,900
8 WBLZ(FM)	urban contemp	7,300
9 WLW(AM)	full service adult contemp	6,400
10 WONE(AM)	country	6,100

Louisville

1989 rank: 49 **MSA pop.: 791,500**
1988 rank: 47 **MSA pop.: 795,800**
Pop. decrease: –4,300

Station	Format	Audience
1 WAMZ(FM)	country	20,200
2 WDJX-FM	contemp. hit	17,800
3 WHAS(AM)	adult contemp	15,200
4 WQMF(FM)	AOR	10,300
5 WLOU(AM)	Black/urban contemp	8,800
6 WRKA(FM)	adult contemp	7,500
7 WVEZ-FM	adult contemp	7,300
8 WLRS(FM)	rock (AOR)	6,800
9 WAVG(AM)	contemp. MOR	4,700
10 WLSY(FM)	adult contemp	3,700

Greensboro-Winst.-Salem-High Pt.

1989 rank: 50 **MSA pop.: 771,900**
1988 rank: 50 **MSA pop.: 768,100**
Pop. increase: 3,800

Station	Format	Audience
1 WTQR(FM)	modern country	22,100
2 WJMH-FM	country	16,100
3 WKRR(FM)	AOR	12,800
4 WKZL(FM)	contemp. hit	8,100
5 WMAG(FM)	adult contemp	8,000
6 WSJS(AM)	full service MOR	6,700
7 WMQX-FM	adult contemp/oldies	5,900
8 WQMG(FM)	urban contemp	5,600
9 WKSI(FM)	Top 40	5,400
9 WWWB-FM	adult contemp	5,400

RADIO '89

NAB plans to make radio-only convention 'biggest and best'

The National Association of Broadcasters is counting on a record attendance, a sold-out exhibit hall and a stellar lineup of speakers to make Radio '89 the "biggest and best" radio-only convention in association history. Commencing this week in New Orleans (Sept. 13-16), the four-day show sports an expansive agenda that is "relevant and responsive" to all segments of the industry, says Jeffrey Smulyan of Emmis Broadcasting, the chairman of Radio '89's steering committee.

Smulyan is particularly pleased with the decision this year to feature a keynote speaker for each area of interest. On Friday (Sept. 15), a management luncheon with PepsiCo Board Chairman D. Wayne Calloway is scheduled; sales executives can hear the Boston Celtics' Red Auerbach discuss how to build a winning team on Saturday (Sept. 16); marketing and promotion advice comes from Jack Trout, with Trout & Reis Inc., on Friday morning (Sept. 15), and Thursday afternoon (Sept. 14) Patricia Zigarmi, co-author of *Leadership and the One-Minute Manager*, shares her thoughts on dealing with difficult talent.

As of late last week, NAB reported a

Local ad sales becoming big cable business

MSO's are increasingly inserting ads in services other than the traditional powerhouses

The days of cable systems inserting local advertising only on the "big four" networks—ESPN, CNN, MTV and USA—is becoming a thing of the past. More and more cable services are pushing local ad sales, creating departments to assist cable operators in selling time on their services, including Discovery Channel and Arts & Entertainment within the past month. Some MSO's with advanced local ad operations are inserting on as many as eight to 10 networks, or more, and additional MSO's are expected to follow suit.

The reasons for the new push vary. For operators, adding more services is a way to bolster the burgeoning revenue stream from local advertising. Programers see it as a way of enhancing their value in the eyes of operators. A strong local ad sales revenue stream makes an affiliate rate increase more palatable, especially if an operator does not have to raise basic rates because of the advertising stream. It also helps solidify carriage of cable services, and may even help improve the channel positioning of some to a lower dial position.

According to Bob Alter, president of the Cabletelevision Advertising Bureau, "You see systems and interconnects inserting on more channels every day," for a number of reasons. First, he said, "it increases the inventory the system has for local sales. Many systems are getting to a sold-out position on the limited number of networks on which they are inserting." Second, he said, "it increases the ability to package more effectively because you can put more demographics together, so there is a flexibility in packaging that makes it more attractive to advertisers." Third, "there is a movement toward more cross-channel promotion. Once a network has the insertion capability, a lot of that additional inventory can be used for cross-channel promotion," he said.

And long-term, said Alter, the greater insertion capabilities will help fuel the day when a national spot business develops for cable. "By having more inventory available across a greater number of networks," said Alter, "it allows us to package more efficiently for national advertisers."

Cable operators are also getting an assist from developments in technology. Bob Williams, president of National Cable Advertising, said that what makes this a historic moment is "the new generation of equipment that can go 10 networks deep. The technology has changed. A cable operator for the same capital investment he made five years ago for four networks can do as many networks as he wants."

The confluence of events hasn't been lost on the cable networks. Said Williams: "I can't think of a single network, BET and the Weather Channel included, that isn't realizing that this is a critical element to creating value for the system. They are all realizing that if they are not in the game, they are at a disadvantage."

The new kids on the block

"A&E is striving to be a resource and sales support servicing arm for the local ad sales operation," said Mark Mersky, hired last month as director of local ad sales for A&E, who sees the service's efforts as enhancing the value of the network.

Initially, said Mersky, A&E "will use direct marketing tools to reach our affiliates who are selling time and those prospects who are looking to sell time on A&E." He said A&E will be involved with programs at the local and regional level, but has no plans, as yet, to conduct local ad seminars.

The rough numbers

The figures below represent data provided by CableTrack®, copyright © 1987 National Cable Advertising Inc. They represent the latest information gathered by NCA, which roughly includes 90% of the insertion activity on cable systems, NCA said.

Service	*Local ad sub count*
ESPN	37,408,000
CNN	36,736,000
USA	31,775,000
MTV	29,531,000
Lifetime	14,812,000
Nashville	13,425,000
TNT	9,528,000
Headline News	8,320,000
FNN	4,886,000
A&E	4,699,000
Nickelodeon	4,554,000
Family Channel	4,307,000
VH-1	4,253,000
BET	3,142,000
Discovery	2,610,000
Weather Channel	1,561,000
CNBC	443,000

Mersky emphasizes a point on the broadcast network share erosion he feels is often overlooked. "The key point in the final analysis is that all media is local. While broadcast network erosion may be reported nationally, the drop is technically occurring in your own home town. There is an emphasis in the trade press and among the networks to refer to audience nationally. But in reality, to get to those national numbers, they are all occurring locally."

Local advertising projections for cable are about $500 million this year, and $600 million next, said Mersky, "but in reality it ought to be twice that." Basic cable viewing, in total, is over 15% of the audience. Yet, said Mersky, if CPM's were held constant for the $9 billion local television advertising marketplace, local cable should be receiving anywhere from $1.3 billion to $1.5 billion of the pie. Instead, it is getting less than half that total, he points out. Yet the same share loss that is causing cable to climb nationally is actually happening at the local level.

A&E, said Mersky, "is perfectly positioned to add an incremental revenue opportunity for the local operator" because of the upscale viewers it delivers. The "highly influential and affluent market" delivered by A&E, said Mersky, "will add a whole new dimension" for the local cable operator and advertiser. Mersky points out that households with incomes of $40,000 and above include 36% of all adults, a figure that has doubled in six years. That group accounts for 80% of the population's discretionary income, he said. According to A&E, in prime time, 32% of its viewers have household incomes above $50,000, the highest of any basic cable network, according to Nielsen research.

Likely categories of advertisers include real estate, travel services, banking, upscale department stores and boutiques, health care and personal care, said Mersky. And A&E's programing draws from across demographic categories. The documentaries tend to skew toward men, said Mersky, while comedies draw down the middle, and the drama and performing arts programing skews toward women.

That even mix will allow for "prime new opportunities to package," said Mersky, and A&E plans to provide operators with models of how A&E programing can be mixed with other cable fare in effective packages.

A&E will encourage operators to sell original and second runs of A&E's four-hour programing block each night, said Mersky, just as it does nationally. Combined, those eight hours typically deliver in the 1.1 to 1.2 range, he said. Mersky said that with the original programing and specials on the fall schedule, A&E expects its prime time numbers to improve.—

Discovery's local ad sales dovetails with its maturity as a network, now that its affiliate marketing push is largely over. "We felt we had come far enough in the evolution of the network for us to start focusing on local ad sales," said Sandy McGovern, Discovery's senior vice president, affiliate sales and relations.

McGovern said Discovery budgeted for a small local ad sales staff in 1989, and Kevin Barry, senior manager, local ad sales, has been hired to oversee that effort. "We feel we have the kind of niche programing that appeals to certain local advertisers that may not be attracted to cable otherwise," said McGovern.

Barry says that "our appeal is very similar to CNN," slightly male, upscale and in the 25-64 demographic. "We have a higher concentration of men in prime time than any network except ESPN," said Barry, which makes such categories as upscale cars (Jaguars, BMW's, Volvos), computers, computer stores, travel services and banks likely targets for operators.

For the remaining part of this year, Discovery will focus on assisting the ad sales directors at the top 30 MSO's as well as major interconnects, said Barry. Next year, he said, Discovery plans a minimum of six local ad seminars, and it hopes to eventually do one per month.

In addition to the seminars, Discovery is producing a quarterly media marketing kit for local ad sales managers, said Barry, which will provide packaging information. The service will also be producing sales videotapes, which will be edited from its national ad sales material and shown on Thursdays during Discovery's promotion feed, said Barry.

Discovery has also shifted its local avail minutes to roughly 15 and 45 minutes past the hour. Since many networks' avails are at 29 and 59 minutes past the hour, Discovery's shift will allow an operator to insert on the network using the same equipment it uses for insertion on another network at the top and bottom of the hour.

USA and MTV have been out in front in helping local cable operators sell advertising on their services. Diane Weingart, vice president of affiliate marketing for USA, said that network started its local sales seminars in 1985, and it "continues to enhance and refine that effort." It now does 15 to 20 per year, said Weingart. "We provide a lot of research information, sales strategies and techniques, and help operators sell time on USA as well as other networks," she said. Most of the attendees are repeat customers, said Weingart, and are there to keep track of new programing information, changes in the competitive marketplace and new research information. "People who attend these seminars find they are selling time on USA and other networks more effectively and are making more money," she said. With other networks pushing local advertising efforts, Weingart said, there has been some discussion of doing joint seminar efforts, but nothing, as yet, has developed. From her perspective, she said, "I think other networks should be doing it as well."

Steve Houck, director of affiliate market development for MTV, said the network has increased the number of its local seminars from 11 last year to 20 this year, and will likely do another 20 next year. "We're pushing more of a demographic sale these days," he said, for all the MTV networks.

As more networks are added to the local sales operation, said Houck, there are potential problems with one rep trying to sell eight or 10 networks. "They don't really know enough about the individual nets to really sell the benefits of each," he said, which is the purpose of the workshops: "to remind them of the value the individual services bring." Houck said MTV sees both first- and second-timers at its workshops. There are even systems with subscriber counts of 10,000 and below "that are starting to make that capital investment" in insertion equipment, he said.

New competition or expansion of the total pie?

Cable advertising executives don't see all that new inventory hurting the business. "Anything that expands the local ad sales marketplace is good for everybody," said USA's Weingart, "because it will expand the business in the local marketplace. With more efforts at the system level, we will certainly reap the benefits of that larger marketplace."

Houck said: "Having the selectability of several networks makes it a more desirable medium for advertisers," and overall "it will bring more dollars to the operator."

Lloyd Werner, senior vice president, sales and marketing, Group W Satellite, which sells national ad time on Nashville, said, "The more the merrier.... The whole theory is to make the pie bigger. We'll get our share." Insertion on Nashville has increased two million homes this year alone, to 15.7 million homes, spurred in part by Group W's one-on-one sessions with cable operators about local insertion on the network that have been held since 1986. Nashville has a specific group of advertisers that have a relationship with the network's programing, said Werner, a tie-in they can't get anywhere else.

All that inventory may mean some adjustment in the pricing of spots. Williams predicts that there will likely be "new prices that are more competitive in the national marketplace in order [for cable] to get an increased share," which will be the trade-off for the expanded inventory. Alter said the extra inventory allows for different pricing, but he did not see that as a problem locally, since business should expand to cover the expanded inventory. "Every network has its own target audience," said Alter, "which specific advertisers are interested in."

Local cable may also benefit from the lead of national cable, with operators creating local promotions to tie in to national campaigns. CAB's Alter said: "The same logic used nationally can be used at the local level." Group W, drawing on its broadcast experience, has been out in front on that with the Nashville Networks. "Every national advertiser on the network has some kind of cooperative plan," said Werner, whether it is Beatrice or Wesson or Goodyear. "By providing the cable system with not only a list of advertisers but also how their co-op plans work, it gives systems an opportunity to target specific advertisers to our programing," said Werner.

For Nashville, the stream of advertising is large. Of the 90% of national time sold on the networks, said Werner, "60% is sold to advertisers with some form of tie-in [to the programing], and that percentage is increasing yearly."

Nashville has even begun what is in effect a de facto local rep service for national advertisers. For those national Nashville advertisers who want to concentrate on certain markets, Group W will go to those

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markets and obtain the local avails for those advertisers to insert, typically, a national spot with a local tagline.

Weingart believes that the networks, moreso than cable operators, are driving local ad efforts. Local advertising "becomes an offset to that network's affiliate fees," said Weingart, to the extent "that you can directly attribute it to a network.... That's why those networks are driving it." Adds Houck, the new stream of revenue "will take pressure off basic rates. There is a lot of pressure for local GM's to come up with bigger cash flows somehow, and there are only so many times they can go back to subscription revenue."

Discovery's McGovern said local ad revenue will hopefully keep operators from taking another rate increase, although programing costs are not always the cause of rate increases. Another benefit McGovern cites is solidifying Discovery's value. "Many of our contracts expire in the next couple of years and we want to be as valuable to the cable operator as we possibly can be," McGovern said.

"In 1990," said Houck, "the four-network insertion will be the exception as opposed to the rule." Next year will also see the continuing shift to selling demographics, said Williams, as opposed to networks. But the network sell will play a role, say cable operators, as a two-tiered approach to advertising develops—demographic-only and network-only. For operators' reaction to this new push, see story at right. **—MS**

Operators see value in selling more networks

Inserting ads on additional channels increases efficiency and provides both targeted and cumulative reach

Warner and Cox Cable have been among the leaders in concentrating on local cable advertising, with insertion on eight to 10 cable networks now the norm in most of their systems.

Larry Zipin, vice president of ad sales at Warner Cable, said Warner now inserts on 10 networks in Cincinnati, and up to 15 in Houston. "We're now at the point where even at our smallest in-house sales department, the standard is eight channels," said Zipin.

The MSO got heavily into the business several years ago, partially related to its Qube technology. "We recognized we had to go after regular TV advertisers, not just create special niches for non-TV advertisers," said Zipin. "We needed to add to the cumulative reach to see how close we could come to looking like the fourth network in town," he said.

The standard Warner lineup today includes ESPN, MTV, USA and CNN, the "original" four, although Zipin said that "enough has changed in the world of local ad sales where the first tier isn't the same every place anymore. Not all four of the original networks can claim the distinction of being on the first tier."

Warner also inserts on Lifetime, Nashville, TNT, the Family Channel, VH-1 and Headline News, said Zipin. "Then you go to A&E, FNN, the Weather Channel, or depending on the market, we're looking very seriously now at BET or Hispanic services." He pointed to B-Q Cable, which is looking to add several ethnic programing channels, which will bring in targeted advertisers.

If there are regional sports services, they are added to the mix, said Zipin, or sometimes they displace other networks. In Medford, Mass., SportsChannel New England and New England Sports Network occupy two of the eight local insertion positions, said Zipin. Bakersfield, Calif., carries Prime Ticket, he said, and Warner's Ohio systems will likely insert on SportsChannel Ohio.

At Cox, the MSO is inserting on an average of 10 networks, said David Kantor, vice president of ad sales. In addition to the big four, Cox also typically inserts on Nashville, Lifetime and Headline News, and depending on the market, BET, Discovery, A&E, Nickelodeon, SportsChannel, VH-1, CNBC and TNT. Kantor said Cox added a lot of networks this year and "changed our philosophy on packaging, figuring ratings would eventually play an important role.... By adding more networks we're essentially increasing the number of spots per package. Therefore, in reality, I'm not lowering my rates...but I am lowering my rate per spot," making the operation more efficient. "We can charge a much lower price for an A&E or a Discovery or a BET or Nickelodeon and certainly make money," he said. On average, it costs $10,000 to add a network, said Kantor, and "it gives me another 32,000 spots per year," giving advertisers greater efficiency. "I don't have to give a client 40 ESPN spots. I can give him 10 ESPN and 80 spots on other networks," he said.

From a pricing standpoint, said Kantor, "instead of selling a client 50 ESPN spots at, let's say, $100 each for $5,000, I can now give up 1,000 spots for $5,000, which for him is perceived as a much better deal. I get a much nicer chunk of his buy and I haven't eaten up all my inventory on ESPN."

Zipin echoes Kantor's comments that the cost to add networks is not that great. "If you can't find $10,000 of incremental revenue to put on a channel, you probably shouldn't be considering it in the first place," said Zipin. "What is difficult from an operational point of view" is trafficking and tape editing "when you start going beyond the basic four channels....That's why the commitment to go beyond four channels requires either a commitment to fairly sophisticated random access equipment or, in our case, we've gone the route

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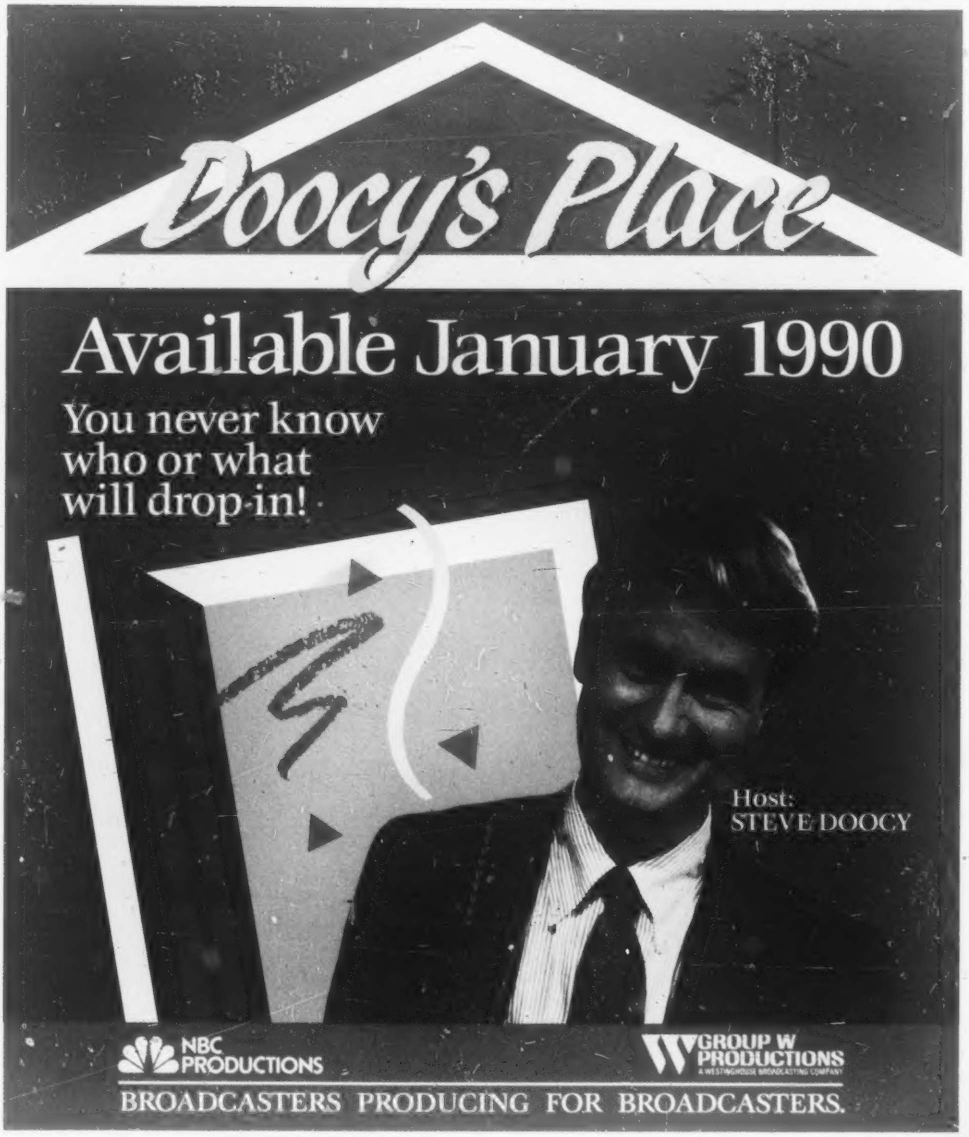
C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 18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58th Year 1989

Tuning in to Radio '89

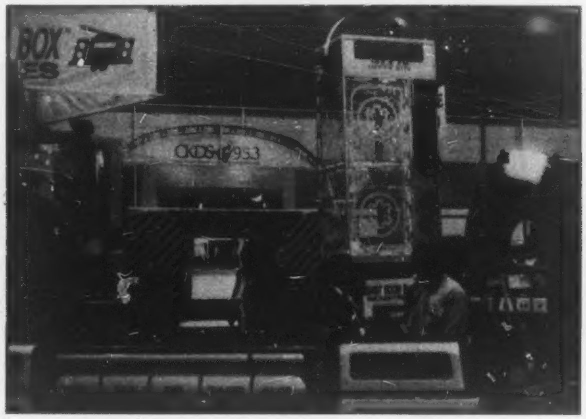
Covering RTNDA

Broadcasting Sep 18

Vol. 117 No. 12

Radio review...

Radio industry meets in New Orleans for NAB's annual gathering, which this year hears FCC Chairman Alfred Sikes promise to hold hearing on AM radio and work for resurrection of NAB's voluntary regulation code; lively debate of indecency issue, and, among other things, optimistic reports from radio executives across country. Coverage begins on **PAGE 27.**



RTNDA newsroom...

Nation's broadcast journalists gather in Kansas City for Radio-Television News Directors Association meeting, where discussions center on defending First Amendment, reviewing election coverage and association's financial health. **PAGE 31.**

32/ *ANOTHER COMPETITOR*

Among planned changes to Cable News Network's schedule is addition of one-hour news show at 6 p.m.

32/ *HIGHER OFFER*

Following surprise bid by News Corp., Qintex raises its bid for MGM/UA by 21%.

33/ *SYNDICATION SCORECARD*

Approximately 17 new syndicated shows are launched, with *Gladiators* and *Mario Bros.* among programs faring well in number of markets.

36/ *UNDER STUDY*

NBC says it will research "feasibility" of shifting to 7-10 p.m. PT prime time for September 1990, with final decision expected by next January.

36/ *JUST SAY NO*

Academy of Television Arts & Sciences, producers, networks and independents will jointly produce and distribute half-hour anti-drug animated TV special aimed at children.

44/ *THEN THERE WERE TWO*

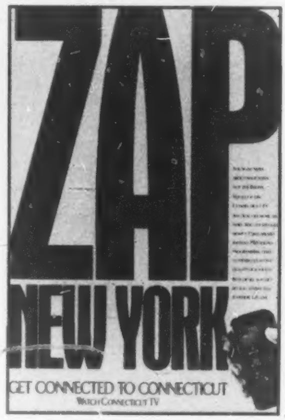
LIN Broadcasting proposes to split in two, merging its cellular operations with those of BellSouth and leaving TV stations to trade as separate company.

52/ *AMATEUR INPUT*

ABC's *Koppel Report* examines explosion of camcorders and issues surrounding use of amateur footage in newscasts.

48/ *PROVINCIALISM*

Broadcasters in Connecticut launch advertising campaign to persuade local audiences to tune into Connecticut-based stations, rather than those in New York.



56/ *'VERY GOOD' PROSPECTS*

Representative Rick Boucher tells telephone company executives that support for his cable-telco legislation is mounting.

59/ *NABOB REPORT*

New FCC gets tentative good marks from black broadcasters; group is less optimistic about fate of minority ownership policies in courts.

L-r: James W[illegible]ston, NABOB executive direc[illegible], FCC Commissioner Andr[illegible] Barrett, Charles Sherrell, N[illegible]ABOB president

62/ *WIRELESS CABLE CHALLENGE*

At convention of Wireless Cable Association, participants discuss competing with conventional cable operators for subscribers.

87/ *MARATHON MAN*

Robert Siegenthaler was writer and producer of TV news for almost 25 years before eventually switching to operations and engineering. It is, he says, like difference between sprint and marathon.

DEPARTMENTS

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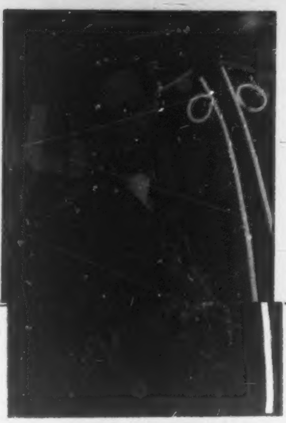
BY THE NUMBERS 1

The 1989-90 prime time season goes into full swing tonight, with most of the fall show's locked into their season time slots. CBS's Monday lineup includes the comedy *The Famous Teddy Z* (starring John Cryer, pictured). Debuting at 9:30, *Teddy Z* is expected to do well, but advertising agency predictions still give the nod to ABC's *Monday Night Football* to win the 9-to-11 time period. CBS's leadoff program, *Major Dad*, was rated highly in a *USA Today* survey, but a Saatchi & Saatchi report puts the program as a "maybe."



NBC won week 51, ended Sept. 10, with an 11.3/20.4 ABC came in second with a 9.9/17.7, while CBS recorded a 9.1/16.4. Together, the big three garnered a combined 30.3/54.5, or an average 27.9 million households.

NBC won the prime time week among women 18-49. ABC won the week for men in the same category. CBS finished third in both categories

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 51, Sep 4–Sep 10

Rank/rating			Network	Show
1	▲	18.4/31	N	*Cheers*
2	▲	17.7/32	N	*Cosby Show*
3	▼	17.1/27	A	*Roseanne*
4	▲	16.9/30	N	*Golden Girls*
5		16.6/28	N	*Dear John*
6	▲	16.2/29	N	*Empty Nest*
7	▼	16.1/28	N	*Different World*
8	▼	15.6/25	A	*Wonder Years*
9		15.1/25	C	*CBS Sunday Movie*
10	▲	14.9/24	C	*60 Minutes*
11	▲	14.6/25	N	*Unsolved Mysteries*
12		14.5/23	N	*Night Court*
13	▼	14.2/24	A	*Who's the Boss?*
14		14.1/24	N	*Hogan Family*
15	▲	13.8/23	A	*ABC Sunday Movie*
16	▲	13.6/24	A	*Growing Pains*
17	▲	13.2/20	F	*Married...With Children*
18	▼	13.0/21	A	*Head of the Class*
18	▲	13.0/24	N	*L.A. Law*
20	▼	12.9/24	A	*20/20*
20	■	12.9/21	C	*Rescue: 911*
20	▲	12.9/22	N	*NBC Monday Movie*
23	▲	12.5/25	A	*Full House*
24	▼	12.0/20	C	*Designing Women*
24	▼	12.0/22	N	*ALF*
26	▲	11.9/23	N	*Hunter*
27	▼	11.8/19	C	*Murphy Brown*
27		11.8/23	N	*Amen*
29	▲	11.3/21	A	*Prime Time Live*
29	▼	11.3/19	N	*FM*
31	▼	11.2/19	N	*Matlock*
32	▼	10.8/19	C	*Newhart*
32	▲	10.8/17	F	*Totally Hidden Video*
34		10.6/17	N	*In the Heat of the Night*
35	▼	10.5/19	A	*Perfect Stangers*
36		10.4/18	C	*Candid Camera*
37		10.3/20	C	*U.S. Open Tennis, Sunday*
38		10.2/18	A	*thirtysomething*
38	▼	10.2/17	C	*Jake and the Fatman*
40	▼	10.1/18	A	*Just the Ten of Us*
41	▲	10.0/18	C	*Kate and Allie*
41	▲	10.0/17	F	*America's Most Wanted*
43		9.7/18	N	*NBC Friday Movie*
44		9.6/19	A	*ABC Saturday Morn. Preview*
45	▲	9.4/18	A	*China Beach*
46	▲	9.2/17	N	*Magical World of Disney*
47	▲	9.1/16	C	*48 Hours*
47	▲	9.1/18	N	*227*
49	▲	8.9/15	A	*MacGyver*
50		8.8/15	C	*Starting Now*
50	▲	8.8/14	F	*Open House*
52	▲	8.7/16	C	*Wiseguy*
53		8.5/16	C	*Julie Brown: The Show*
54		8.4/14	N	*NBC Sunday Movie*
54		8.4/16	N	*News Special: R.A.C.E., part I*
56		8.2/14	A	*Trackdown*
57		8.0/15	A	*ABC News Special*
57	▼	8.0/13	A	*Hooperman*
57	▲	8.0/15	C	*CBS Friday Movie*
60	▼	7.9/14	A	*Mission: Impossible*
61	▼	7.6/12	A	*Coach*
62	▲	7.5/14	A	*ABC Mystery Movie*
62		7.5/12	C	*Pres. Bush's Speech, Analysis*
62		7.5/14	N	*News Special: R.A.C.E., part 2*
65		7.2/13	C	*Best of Knots Landing*
66		7.1/13	N	*Baby Boom, special*
67	▼	7.0/12	C	*Equalizer*
67		7.0/14	C	*How Bugs Bunny Won the West*
69		6.8/12	A	*ABC College Football, special*
70		6.7/13	A	*Mr. Belvedere, special*
71		6.5/10	N	*From the Heart*
72	■	6.3/11	F	*Tracey Ullman Show*
73		6.0/12	A	*Camp California*
73		6.0/12	C	*West 57th*
75		5.9/12	C	*Here Comes Garfield*
76	▼	5.8/12	F	*Cops*
77		5.4/10	N	*Saved By the Bell, 3d preview*
78	▲	5.3/10	F	*21 Jump Street*
79		5.2/9	C	*Tour of Duty*
80		4.9/8	C	*West 57th, special*
81	■	4.1/8	F	*Garry Shandling's Show*
82		4.0/8	C	*Woodstock Special*
83		3.0/8	N	*Who Shrunk Sat. Morning*
84	▼	3.8/7	F	*Reporters*
85	▼	2.8/5	F	*Beyond Tomorrow*

Source: Nielsen Media Research

Guide to symbols

▼ —Down from last week

▲ —Up from last week

■ —Premiere broadcast

FREEZE FRAMES: Rating the President's prime time address around the U.S.

Market	network	rtg/shr	rank *
Atlanta	ABC	17.5/26	12
Chicago	ABC	15.1/22	17
Cleveland	ABC	19.7/28	11
Dallas	ABC	17.2/27	8
Detroit	NBC	19.8/27	7
Detroit	ABC	18.3/25	13
Miami	ABC	17.0/24	6
Miami	NBC	13.2/19	19
New York	ABC	17.9/27	8
Philadelphia	ABC	20.8/30	3

* Among all prime time shows in each market.

Source: Arbitron metered market reports, Sept. 4-10

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nieslen and Broadcasting's own research.

"By the Numbers" continued from page 12

For the evening news race, ABC's *World News Tonight* won the week with an 8.7/ 19. CBS came in second with an 8.6/18, and NBC followed with an 8.2/ 18.

NBC won four of the seven nights: Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday, leaving CBS with a single Sunday night victory.

This week's "Freeze Frames" (see page 12) features local market ratings and rankings for the 30 minutes of President Bush's national address Tuesday, Sept. 5, according to Arbitron's metered market survey for Week 51. In all cases, the ratings numbers are only for the duration of the President's speech and do not include any post-address ratings.

MarketScope

Fifth Estate stocks had another off week as the Standard & Poor's 400 dropped 6.54 points, or 1.63% during the Wednesday-to-Wednesday period ended Sept. 13. The Broadcasting group finished the week with eight advances, five declines and three unchanged, the best showing of the Stock Index's six groups. The 20 Cable stocks finished the week with 10 advances and 10 declines. Broadcasting with Other Major Interest stocks were the hardest hit, with 17 declines, seven advances and five unchanged. Programing stocks had 14 finishing down for the week, 10 up and five unchanged. Equipment and Manufacturing stocks closed with a 9-to-10 ratio of advances and declines. Five of this group's stocks were unchanged for the week. The Service group closed out the week with four up, six down and four unchanged.

In price increases, Stauffer Communications gained the most, 4, to close at 142. Motorola's gain of 2½, or 4.5%, was next, with the stock ending up for the week at 57⅞.

On the downside, Rogers Communications 'A' stock lost 9 points, closing at 128. Disney followed suit, dropping 6⅞, or 5.7%, to close at 114¾.

STOCK INDEX 1

BROADCASTING

		Closing Wed Sep 13	Closing Wed Sep 6	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	**(CCB) Capital Cities/ABC**	**505**	507	- 2	- 00.39	21	9,089
N	**(CBS) CBS**	**207 3/4**	212 1/2	- 4 3/4	- 02.23	18	4,908
A	**(CCU) Clear Channel**	**11 5/8**	11 1/2	1/8	01.08	43	45
A	**(HTG) Heritage Media**	**4 1/4**	4 3/8	- 1/8	- 02.85	-3	153
O	**(JCOR) Jacor Commun.**	**7**	6 7/8	1/8	01.81	-6	69
O	**(LINB) LIN**	**108 3/4**	106 1/2	2 1/4	02.11	61	5,569
O	**(OBCCC) Olympia Broadcast**	**2 1/2**	2 1/4	1/4	11.11		6
O	**(OSBN) Osborn Commun.**	**13 3/4**	14 1/4	- 1/2	- 03.50	8	72
O	**(OCOMA) Outlet Commun.**	**28 3/4**	28	3/4	02.67	42	188
A	**(PR) Price Commun.**	**6 5/8**	6 3/4	- 1/8	- 01.85	-6	60
O	**(SAGB) Sage Broadcasting**	**3 3/4**	3 3/4		00.00	-3	14
O	**(SCRP) Scripps Howard**	**79**	77	2	02.59	41	815
O	**(SUNNC) SunGroup Inc.**	**1 5/8**	1 5/8		00.00	-2	3
O	**(TLMD) Telemundo**	**5 1/2**	5 1/4	1/4	04.76		92
O	**(TVXGC) TVX Broadcast**	**3 1/8**	2 7/8	1/4	08.69		22
O	**(UTVI) United Television**	**36**	36		00.00	51	393

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Sep 13	Closing Wed Sep 6	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	**(BLC) A.H. Belo**	**39**	37 1/2	1 1/2	04.00	52	773
N	**(AFL) American Family**	**18 1/8**	18 3/8	- 1/4	- 01.36	16	1,469
O	**(ACCMA) Assoc. Commun.**	**36 1/4**	37 3/4	- 1 1/2	- 03.97		518
O	**(BMAC) BMA Corp.**	**35**	36	- 1	- 02.77	15	336
N	**(CCN) Chris-Craft**	**36 7/8**	36 7/8		00.00	54	876
O	**(DUCO) Durham Corp.**	**32**	32		00.00	18	270
N	**(GCI) Gannett Co.**	**44 1/2**	46 3/8	- 1 7/8	- 04.04	18	7,168
O	**(GACC) Great Amer. Comm.**	**11 5/8**	11	5/8	05.68	-3	365
N	**(JP) Jefferson-Pilot**	**39 5/8**	38 3/4	7/8	02.25	13	1,527
N	**(KRI) Knight-Ridder**	**54 3/4**	56 1/8	- 1 3/8	- 02.44	13	2,794
N	**(LEE) Lee Enterprises**	**31 7/8**	31 7/8		00.00	18	782
N	**(LC) Liberty**	**36 3/4**	36 3/8	3/8	01.03	20	308
N	**(MHP) McGraw-Hill**	**75**	77 1/4	- 2 1/4	- 02.91	19	3,639
A	**(MEGA) Media General**	**38 5/8**	39	- 3/8	- 00.96	965	994
N	**(MDP) Meredith Corp.**	**35 7/8**	35 3/4	1/8	00.34	20	869
O	**(MMEDC) Multimedia**	**102**	105	- 3	- 02.85	38	1,148

BY THE NUMBERS 3

STOCK INDEX 2

		Closing Wed Sep 13	Closing Wed Sep 6	Net Change	Percent Change	P E Ratio	Market Capitalization (000,000)
A	(NYTA) New York Times	31 1/8	31 5/8	- 1/2	01.58	16	2,444
N	(NWS) News Corp. Ltd.	25	25 1/2	- 1/2	- 01.96	9	6,665
O	(PARC) Park Commun.	36 1/2	36 1/2		00.00	26	503
O	(PLTZ) Pulitzer Publishing	30 1/2	30 1/2		00.00	15	319
N	(REL) Reliance Group Hold.	7 1/2	8	- 1/2	- 06.25	15	559
O	(RTRSY) Reuters Ltd.	45 5/8	45 1/2	1/8	00.27	23	20,725
O	(STAUF) Stauffer Commun.	142	138	4	02.89	47	142
N	(TMC) Times Mirror	39 1/4	41 1/8	- 1 7/8	- 04.55	15	5,026
O	(TMCI) TM Communications	5/16	11/32	- 1/32	- 09.09	-1	1
N	(TRB) Tribune	57 5/8	58	- 3/8	- 00.64	19	4,208
A	(TBSA) Turner Bcstg. 'A'	55	55 3/4	- 3/4	- 01.34	-19	2,529
A	(TBSB) Turner Bcstg. 'B'	51 1/8	51 7/8	- 3/4	- 01.44	-17	1,237
A	(WPOB) Washington Post	287 1/2	288 3/8	- 7/8	- 00.30	20	3,680

PROGRAMING

		Closing Wed Sep 13	Closing Wed Sep 6	Net Change	Percent Change	P E Ratio	Market Capitalization (000,000)
O	(ALLT) All American TV	3 1/8	3 1/8		00.00		3
A	(CLR) Color Systems	2	2 1/4	- 1/4	- 11.11	-2	10
N	(KPE) Columbia Pictures Ent.	21	20 1/8	7/8	04.34	1050	2,325
O	(CAVN) CVN Cos.	20 1/4	20 1/8	1/8	00.62	34	362
O	(DCPI) dick clark prod.	5 7/8	5 1/2	3/8	06.81	-587	48
N	(DIS) Disney	114 3/4	121 5/8	- 6 7/8	05.65	25	15,423
O	(FNNI) Financial News	7	7 1/4	- 1/4	- 03.44		85
A	(FE) Fries Entertain.	2	2		00.00	-3	9
O	(GPEC) Guber-Peters Enter.	11 1/8	11 1/2	- 3/8	- 03.26	-4	120
A	(HRN) Heritage Entertain.	2 3/8	2 1/2	- 1/8	- 05.00	-7	12
A	(HSN) Home Shopping Net.	3 1/2	3 1/4	1/4	07.69	43	313
N	(KWP) King World	33 5/8	31 1/2	2 1/8	06.74	11	844
O	(KREN) Kings Road Entertain.	11/16	17/32		29.41		3
N	(MCA) MCA	61 1/4	62 1/2	- 1 1/4	- 02.00	22	4,473
N	(MGM) MGM/UA Commun.	21 1/4	19 5/8	1 5/8	08.28	-10	1,072
A	(NHI) Nelson Holdings	1	15/16	1/16	06.66		34
O	(NNET) Nostalgia Network	1 3/4	1 7/8	- 1/8	- 06.66	-2	9
N	(OPC) Orion Pictures	21	21 1/4	- 1/4	- 01.17	25	366
N	(PCI) Paramount Commun.	55	57 3/8	- 2 3/8	- 04.13	16	6,390
N	(PCC) Pathe Communications	3 1/2	3 1/2		00.00	-1	64
N	(PLA) Playboy Ent.	18 1/8	16 5/8	1 1/2	09.02	-78	170
O	(QNTX) Qintex Entertainment	6	8	- 2	- 25.00		128
O	(QVCN) QVC Network	18	18 1/4	- 1/4	- 01.36	29	181
O	(RVCC) Reeves Commun.	6 3/8	6 1/2	- 1/8	- 01.92	637	80
O	(RPICA) Republic Pic. 'A'	11 1/4	11 1/4		00.00	160	47
O	(SP) Spelling Entertainment	8 1/4	8 1/4		00.00	17	273
O	(JUKE) Video Jukebox	5 7/16	5 3/4	- 5/16	- 05.43	-25	50
N	(WCI) Warner	63 7/8	64 5/8	- 3/4	- 01.16	21	10,630
O	(WONE) Westwood One	12	11 1/2	1/2	04.34	-16	174

SERVICE

		Closing Wed Sep 13	Closing Wed Sep 6	Net Change	Percent Change	P E Ratio	Market Capitalization (000,000)
O	(AMEA) A.M.E. Inc.	12 3/8	12	3/8	03.12	61	61
O	(AGRP) Andrews Group	5 3/4	6	- 1/4	- 04.16	-4	52
O	(BSIM) Burnup & Sims	20	20 1/4	- 1/4	- 01.23	22	319
N	(CQ) Comsat	36 7/8	36 7/8		00.00	10	614
N	(CDA) Control Data Corp.	18	18 3/4	- 3/4	- 04.00	-1	752
N	(DNB) Dun & Bradstreet	57	58 7/8	- 1 7/8	- 03.18	19	10,669
N	(FCB) Foote Cone & B.	30 3/8	30 5/8	- 1/4	- 00.81	19	259
O	(GREY) Grey Advertising	158	158		00.00	13	189
O	(IDBX) IDB Communications	8 1/8	8 1/4	- 1/8	- 01.51	162	40

		Closing Wed Sep 13	Closing Wed Sep 6	Net Change	Percent Change	P E Ratio	Market Capitalization (000,000)
N	(IPG) Interpublic Group	34 1/2	33 3/8	1 1/8	03.37	17	[illegible]
O	(OMCM) Omnicom Group	23 7/8	23 3/8	1/2	02.13	14	5
N	(SAA) Saatchi & Saatchi	15 1/4	14 7/8	3/8	02.52	11	2,3
O	(TLMT) Telemation	2	2		00.00	-33	
A	(UNV) Unitel Video	14	14		00.00	22	[illegible]

CABLE

		Closing Wed Sep 13	Closing Wed Sep 6	Net Change	Percent Change	P E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	18 7/8	18 5/8	1/4	01.34	6	[illegible]
O	(ATCMA) Amer. TV & Comm.	50	49 1/4	3/4	01.52	72	5,45
O	(CTEX) C-Tec Corp.	23 1/4	22 3/4	1/2	02.19	25	39
A	(CVC) Cablevision Sys. 'A'	46 1/4	46	1/4	00.54	-5	1,01
N	(CNT) Centel Corp.	62 3/4	60 1/2	2 1/4	03.71	51	3,50
A	(CTY) Century Commun.	21 5/8	22 1/2	- 7/8	- 03.88	-63	93
O	(CMCSA) Comcast	27 1/4	28 1/2	- 1 1/4	- 04.38	-21	1,82
A	(FAL) Falcon Cable Systems	20 1/8	20 3/8	- 1/4	- 01.22	-71	12
O	(JOIN) Jones Intercable	19 1/4	18 1/4	1	05.47	-15	23
T	(MHP.Q) Maclean Hunter 'X'	13 1/4	12 7/8	3/8	02.91	36	97
T	(RCI.A) Rogers Commun. 'A'	128	137	- 9	- 06.56	-216	1,72
T	(RCI.B) Rogers Commun. 'B'	110 1/2	115	- 4 1/2	- 03.91	-187	1,49
O	(TCAT) TCA Cable TV	18 1/4	18 1/2	- 1/4	- 01.35	38	44
O	(TCOMA) Tele-Commun.	38 1/8	39	- 7/8	- 02.24	635	6,7
N	(TL) Time Inc.	132	138 1/4	- 6 1/4	- 04.52	26	7,52
O	(UAECA) United Art. Ent. A	23 1/8	23 1/4	- 1/8	- 00.53	-34	3,05
O	(UAECB) United Art. Ent. B	23 1/4	23	1/4	01.08	-34	1,53
N	(VIA) Viacom	57 7/8	58 3/8	- 1/2	- 00.85	43	3,08
N	(WU) Western Union	1 1/8	1	1/8	12.50		4
O	(WSMCA) WestMarc	30 1/2	30 1/4	1/4	00.82	-27	47

EQUIPMENT & MANUFACTURING

		Closing Wed Sep 13	Closing Wed Sep 6	Net Change	Percent Change	P E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	74 1/2	76	- 1 1/2	- 01.97	13	16,449
N	(ARV) Arvin Industries	19 3/4	20 1/4	- 1/2	- 02.46	-29	36
O	(CCBL) C-Cor Electronics	13 3/4	13 3/4		00.00	13	5
N	(CHY) Chyron	3 5/8	3 7/8	- 1/4	- 06.45	-25	4
A	(COH) Cohu	11 1/4	11	1/4	02.27	7	2
N	(EK) Eastman Kodak	48 3/4	48 3/8	3/8	00.77	11	15,815
N	(GRL) Gen. Instrument	31 3/4	31 3/8	3/8	01.19	11	856
N	(GE) General Electric	55 1/2	57 1/4	- 1 3/4	- 03.05	13	50,07
N	(HRS) Harris Corp.	35 3/8	34 7/8	1/2	01.43	18	1,369
N	(MAI) M/A Com. Inc.	7	7		00.00	14	16
N	(IV) Mark IV Indus.	18	17 3/4	1/4	01.40	9	194
O	(MCDY) Microdyne	4	4		00.00	-30	16
O	(MCOM) Midwest Commun.	6 5/8	7 1/2	- 7/8	- 11.66	22	19
N	(MOT) Motorola	57 7/8	55 3/8	2 1/2	04.51	15	7,506
N	(OAK) Oak Industries	1 1/4	1 1/4		00.00	10	10
A	(PPI) Pico Products	1 1/4	1 1/8	1/8	11.11	-1	4
N	(SFA) Sci-Atlanta	20	20 1/2	- 1/2	- 02.43	14	461
N	(SNE) Sony Corp.	56 3/8	60 1/4	- 3 7/8	- 06.43	30	15,931
N	(TEK) Tektronix	20 3/8	20 7/8	- 1/2	- 02.39	30	587
O	(TVTK) Television Tech.	9/16	9/16		00.00	56	3
N	(VAR) Varian Assoc.	27 1/4	27 1/2	- 1/4	- 00.90	10	564
O	(WGNR) Wegener	3 7/8	3 3/4	1/8	03.33	10	28
N	(WX) Westinghouse	66 1/4	67 3/4	- 1 1/2	- 02.21	11	9,574
N	(ZE) Zenith	15 3/8	15	3/8	02.50	1537	411
	Standard & Poor's 400	395.38	401.92	-	6.54	-	01.63

was rare in those days.

Yes, broadcasting is better for having the talents and determination of Bill McReynolds.—*Allan Page, president-general manager, KGWA(AM)-KOFM(FM) Enid, Okla.*

Other point of view

EDITOR: I have been meaning to take issue with your repeated attacks on those fed up with increasingly offensive radio and TV programing—mainly Don Wildmon.

Then along comes Lee Iacocca, expressing my (our) sentiments exactly, with a lot more credibility than I could ever have: "Viewers are tired of 'trash TV'.... If TV leaders don't clean up their act and tone down sex and violence, Chrysler [will] withdraw advertising...." These comments were made to the Hollywood Radio And Television Society.

Those of us (conservatives?) who feel like Iacocca have been accused of being censors and narrow-minded. However, it seems like our accusers are guilty of the same thing. Why is it OK for them to ram *their* viewpoints down our throat (Teen sex is OK, abortion is OK, divorce is OK, religious people are nuts, etc.), but as soon as we make *our* viewpoints known—enough with violence, sex, humanism—we're out to lunch in a hurry?

In your July 31 editorial, you make the point that no past effort (in boycotting) has been successful. If that's the case, you sure are getting upset over, apparently, nothing. (I also like the reference to letting us speak our "closed" mind?)

In your July 24 editorial, you state in part: "To narrow the world's vision to the limits of their own is the goal of all censors." Tell me, when was the last time (or the first time) any of the networks portrayed Christianity of Christian leaders with any subjectivity or fairness? When was the last time we saw a piece on Billy Graham's work over the decades, or James Dobson, a noted broadcaster and author in his own right, who has had his safety and that of his family threatened because of his pro-family work?

Erase your own bigotry and narrow-mindedness, sir(s), and then tell me about mine. While you seem so insistent on being able to show sex and unlimited violence on TV because "that's life," remember, diarrhea is part of life too, but I don't need to see it to know.—*Terry Clevenger, broadcaster/writer, Leawood, Kan.*

EDITOR: I saw your "UnCLeaR reception" "Closed Circuit" in the Aug. 14 issue.

It is my belief that the TV programs are in need of improvement. And as we all know, money talks.... And if they can't sell it they won't air it...at least not for long.

I know that a lot of folks like the sex and violence, but many don't.

We are airing the CLeaR TV spots calling for the boycott—*free.* We believe that our country needs something better.—*Bill Bruton, manager, WCOP(AM) Warner Robins, Ga.*

EDITOR: Reference is made to your Aug. 14 "Closed Circuit" on the effort of Dr. Billy Melvin of CLeaR-TV in soliciting free time from religious TV stations to air a 30-minute program on an advertiser boycott of indecent programing.

We endorse the boycott wholeheartedly. In support of the boycott we are cooperating with CLeaR-TV and have aired its special at no charge. As well, we intend to air several more showings of this special at no charge to CLeaR-TV.

Be assured that there is much support of the effort of CLeaR-TV in religious broadcast circles. We agree that it is high time for the networks to clean up their act. And we intend to do our best to make the boycott a success.—*Rusty Yost, vice president-general manager, WGGN-TV Sandusky, Ohio.*

EDITOR: It has been brought to our attention that in a "Closed Circuit" article in your Aug. 14 edition entitled "UnCLeaR reception," you indicated that it did not appear that CLeaR-TV was receiving the support of "religious broadcasters."

I am writing to inform you that we have given CLeaR-TV radio time at no charge to them, and plan to continue to do so. We are disappointed that you would use one broadcasting agency to represent all Christian broadcasters.

It is very apparent to me that our generation is being destroyed by the indecent exposure and violence on the TV. I intend to do whatever I can to stop the degradation of our generation.—*Rick L. Moyer, manager, KGHO(AM) Hoquiam, Wash.*

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □
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all," Towle said. "It was clear at the time that the Lifetime exposure was vastly overstated negatively by the trade press." Towle would not comment further on the Lifetime deal except to say that a soft syndicated market for one-hour shows has forced distributors to look for placement with the cable networks.

Nardino and other company officials were unavailable for comment.

Towle joined Orion in 1981, while the syndication business was under the former Filmways Production banner. He moved up from Western division sales manager to senior vice president of sales, and finally to distribution president in 1986.

Bob King, who was most recently chairman of the Television Program Source (TPS) before the company disbanded in 1987, is the brother of King World's Roger and Michael King, with whom he worked before joining TPS. Indelli left MTM (BROADCASTING, Sept. 4) after the company did not renew his contract and named Greg Phillips to take over worldwide sales. □

Stock guide

Billed as the "first published guide to stock film and videotape," "Footage 89" provides details on 1,635 sources of footage, including production companies, distributors, archives, private collections, corporate archives and sports organizations, public domain footage, television networks and stations. The catalogue, whose coverage encompasses the United States, Canada, Mexico and the Caribbean, also contains essays on videotape restoration, copyright and licensing, and other topics. "Footage 89" has a subject index with over 36,000 individual entries, a name index and a television series index. The catalogue is available in both book and floppy disk from New York-based Prelinger Associates.

More dirt on soaps

Capital Cities/ABC and Murdoch will publish magazines on daytime serials

There is good news for the 6.5 million daily serial viewers who can't get enough of the inside dope on their favorite soaps. The launches of two more publications on the programs were announced last week. Capital Cities/ABC Inc. said it was launching a new book called *Episodes* that will focus solely on the daytime serials broadcast on the ABC Television Network.

Murdoch Magazines, part of the Rupert Murdoch media empire, said it was proceeding with a new weekly publication called *Soap Opera Weekly*. Murdoch purchased the bi-weekly *Soap Opera Digest* in July for a reported $70 million.

ABC executives said that *Episodes* is designed to increase viewership of its daytime serials, already the strongest in both household and key demographic ratings, as well as give advertisers another vehicle in which to market their products to target audiences.

A *Wall Street Journal* report last week said that ABC is selling full-page ads in *Episodes* for $30,000, at least $20,000 less than the going rate for women's service magazines, such as *Vogue* or *Cosmopolitan*.

Episodes is scheduled for February 1990 launch and will be published every other month. According to William Abrams, director of administration, ABC Daytime Programs, the magazine evolved from an earlier soap opera promotion concept called Soaptalk that was tested in 1987. Soaptalk enabled daytime serial viewers to call a 900 telephone number to hear different actors giving inside advance information on upcoming episodes.

"The response we got from Soaptalk demonstrated just how involved and responsive our daytime serial audience is," said Abrams. The magazine will be promoted in 30-second spots in the network's daytime soaps—*General Hospital, All My Children, One Life to Live* and *Loving*—starting after Thanksgiving.

The spots will urge viewers to subscribe by calling a 900 number. Subscribers will pay a $3 annual subscription fee, said Abrams. The goal is to sign up 2 million subscribers, or roughly 10% of ABC's weekly soap audience, by February, he said.

While the magazine will focus to some extent on the off-screen lives of ABC soap opera stars, it will stay away from tabloid-type stories such as who is marrying, cheating on or divorcing whom, said the magazine's publisher and editor, Amy Dorn Kopelan.

The new Murdoch weekly will hit the newsstands Nov. 14, priced at 99 cents.

Aside from being more timely than its bi-weekly companion publication, it was not clear last week whether there would be much difference in the editorial content. Murdoch officials refused to elaborate beyond a one-page press release issued last week which said that Mimi Torchin has been named editor. She was formerly editor of *Soap Opera's Greatest Stories and Stars*, as well as a columnist for the bi-weekly *Soap Opera Digest*.

The new Murdoch book will be 48 pages, and in four-color. Advertising sales will be handled by the existing *Digest* staff, who report to that publication's publisher, Michell Berman. **–SM**

'Wheel'

Syndication Scorecard *

Rank	Program	Rtg.	Stns	Covg
1	Wheel of Fortune, synd.	11.9	228	97
2	Jeopardy!	11.1	212	97
3	Cosby Show	8.6	201	97
4	Star Trek	8.1	235	97
5	Oprah Winfrey Show	7.9	209	98
6	Wheel of Fortune, wknd.	7.6	198	91
7	Current Affair	7.1	145	89
8	Tri-Star Showcase	6.5	124	90
9	Entertainment Tonight	6.3	172	94
10	Donahue	6.1	225	99
10	TV Net Movie	6.1	182	95
12	Geraldo	5.2	196	98
13	GSL 15th Year Anni. Special, part II	5.1	128	90
14	Cousteau	5.0	146	93
14	People's Court	5.0	188	94
The following programs are rated, but not ranked.				
	Wrestling Network	7.2	164	91
	World Wrestling Federation	7.8	240	97

* **Source:** Nielsen Media Research Weekly Pocketpiece

LIN proposes to split in two

Cellular operations would be merged with those of BellSouth, leaving TV stations to trade as separate company

LIN Broadcasting last week announced a definite merger agreement that in one stroke would turn its seven affiliate TV stations into a relatively "pure" broadcasting stock; would eliminate a threatened takeover by McCaw Cellular Communications, and would create the largest cellular telephone operator in the country. The agreement, the centerpiece of which is a proposed asset-for-stock swap with regional telephone operating company BellSouth, would split LIN in two pieces—one with cellular and specialty publishing, the other with television broadcasting. Last week's announcement might start a bidding war for the existing company if McCaw chose to raise its outstanding $110-per-share offer.

Assuming the LIN and BellSouth cellular merger is approved by LIN shareholders at a meeting expected to be held in December, the former company said it would spin off its seven affiliate television stations into a separately traded public company. The new company, to be called LIN Television, would also contain the "mobile satellite interests, which the company believes may become valuable, although there can be no assurance in this regard." LIN Television would begin life with $25 million cash and no debt on its balance sheet. Observers expect it would trade at $13-$16 per share.

LIN's presentation in New York focused mostly on the other newly created company, LIN Cellular, born from its combination with BellSouth. The telephone company would transfer its current cellular interests to LIN, which would in return transfer enough newly issued shares to give BellSouth half ownership of LIN Cellular. The announcement also said: "In addition, LIN preferred stock may be issued to BellSouth to the extent that net tangible assets of BellSouth transferred to the combined company exceed those contributed by LIN by more than a specified amount." The two companies are already partners in Los Angeles and Houston, and together would serve more than 500,000 customers in over 40 markets that contain over 62 million people. Seventy-two percent of LIN Cellular's customers would be located in the top 10 markets.

As part of the merger agreement, LIN also said it would pay a special $20 dividend for each of the 54 million shares currently outstanding. The dividend would be financed with existing cash and roughly $800 million in loans to be assumed by the new cellular company.

LIN Chairman Donald Pels told an investors' meeting last Wednesday in New York that he had not heard from McCaw since the BellSouth merger agreement was announced Monday morning. The Seattle, Wash.-based cellular operator had initially offered $120 per LIN share over three months ago, but subsequently reduced its offer to $110.

Michael Plough, LIN's vice president, corporate development, and treasurer, said the television stations had 1988 revenue of $137 million and cash flow of $75 million. Plough added that this year's results for the stations would be "very close to the same levels."

All of LIN's stations are affiliates: KXAS-TV Dallas-Fort Worth (NBC); KXAN-TV Austin, Tex. (NBC); WISH-TV Indianapolis (CBS); WANE-TV Fort Wayne, Ind. (CBS); WOTV(TV) Grand Rapids, Mich. (NBC); WAVY-TV Portsmouth, Va. (NBC), and WAND(TV) Decatur, Ill. (ABC). It is expected that Gary Chapman, who 10 months ago was named president of LIN's television group, will continue in that role, and that Pels, who would be the sole employe of both new LIN companies, would retain the titles of chairman and chief executive officer.

Pels told BROADCASTING that he expected LIN Television would be given certain special "defensive" provisions, although he said he did not think those would include dual-class voting stock. Noting that LIN owns two stations in Indiana—and whose anti-takeover law was recently upheld in Federal Court—Pels said the company might incorporate in that state. LIN is currently incorporated in Delaware.

LIN expects both the proposed merger and television spinoff would be tax-free to shareholders. In addition to shareholder vote, certain aspects of the plan would be subject to governmental approval, which is not expected to be completely obtained until sometime next year. The FCC has already approved the television spinoff, which was OK'd by the board in principle last May. On the day of the announcement, LIN's stock rose $1 to $106.75, and closed on Thursday at $106.125. **-GF**

TV ad dollars up in second quarter

Second-quarter television advertising was up 7% over the same period in 1988, according to a report issued by the Television Bureau of Advertising last week. Network advertising, the largest segment, was up 5.8% over second-quarter 1988 to $2.4 billion, while national syndication advertising, the fastest-growing segment of TV advertising, was up 36.7% to $305 million. Spot television advertising rose 4% to $1.3 billion, while local advertising was up 6.9% to $1.3 billion, according to data supplied by Broadcast Advertiser Reports.

For the first half of 1989, television advertising totaled $10.1 billion, up 3.2% from the first half of 1988. Network advertising, coming off an Olympics year in 1988, was down 1.2% from that time period to $4.7 billion in first-half 1989.

Breaking down the TVB/BAR data by network, second-quarter revenues were up 10% for NBC to $928 million; up 6.2% for ABC to $743 million, and flat for CBS at $740 million.

The fastest-growing daypart for network advertising from last year's second quarter to this year's was prime time, in which revenues rose 14.3% to $1.5 billion. The daypart suffering the most shrinkage in advertising was weekend early fringe, which dropped 45% to $28 million.

The biggest network advertising group for the first half of 1989 was the food and food products category, which was up 1% over 1988 figures to $859 million. The second largest network advertising group, automotive, was up 18% over first-half 1988 to $739 million. The leading network

Television advertising, 1989 versus 1988

(Dollars in Millions)

	2nd quarter '89	*% change from '88*	*1st half '89*	*% change from '88*
Network	$2,412	+5.8	$4,679	-1.2
Spot	$1,330	+4.0	$2,519	+3.4
Local	$1,311	+6.9	$2,424	+6.3
Nat'l Syn.	$305	+36.7	$571	+34.3
Total	$5,357	+7.0	$10,192	+3.2

Source: Television Bureau of Advertising, from Broadcast Advertisers Reports advertiser was General Motors, which spent $247 million on network advertising in 1989, up 44% over the corresponding time period last year.

The largest category in spot advertising for the first half of 1989 was automotive advertising, which amounted to $687 million, according to BAR data compiled from 75 markets. Leading automotive's 17% growth were big increases from foreign car manufacturers and their dealer associations, including Toyota, Nissan, Honda and Mazda. —GM

Bottom Line

Zenith's nadir. Zenith Electronics predicted weaker operating results, adding that company was unsure it would be able to report profit for full year. Problems, said Glenview, Ill.-based consumer electronics, computer and cable TV equipment manufacturer, were primarily in computer division where slower government orders and pricing pressures had hurt operating margins. Company said it was deferring salary hikes for salaried U.S. employees and some foreign workers, a move expected to save $6 million annually. Zenith said it was also undertaking certain cost-saving "reorganizations" within system. Charles Ryan, securities analyst for Merrill Lynch, said he does not currently expect any major restructuring at Zenith and currently recommends investors "avoid" the stock.

□

More afloat than ever. David Walthall, president of Heritage Media, said recent slight decline in stock price of group owner and out-of-home advertising company might be due to fact that Heritage issued more than 10 million shares in merger with Actmedia, or at least five times Heritage stock float prior to merger: "Much of the stock went into the hands of people who really don't know Heritage's story and so for the next 30 or 45 days, we will see a lot of volume in our stock from people selling who don't really want to be in it." Walthall said majority of Heritage's Actmedia purchase was financed with additional equity, thereby reducing company's debt exposure. One of those purchasing equity, HC Crown Corp., has increased its stake in Heritage to about 7.2 million class A common shares—assuming conversion of its class C common shares—or roughly 15% of fully diluted class A shares. HC is a subsidiary of Hallmark Cards (majority owner of Univision).

□

Savings opportunity. Tele-Communications Inc. has called for early redemption of $150 million in 12⅜% senior subordinated debentures due 2003. TCI said early call, along with company's recent tender for 11⅛% subordinated debt, would allow TCI to refinance $600 million in debt at rates approximately 2% lower, saving TCI more than $12 million per year over 10 years.

Bankrupt Beam sues foreign investors

Beleaguered broadcaster claims that major creditor tried to take over its stations and, when unsuccessful, encouraged single largest creditor, Chase Manhattan, to precipitate bankruptcy

Charges filed by Beam Communications against investment firms incorporated in Liechtenstein and Saudi Arabia have further complicated the voluntary bankruptcy proceedings of the Key Biscayne, Fla.-based group owner. Beam is currently in discussion with other investment firms and is expected to file a reorganization plan within the next two weeks.

The recent chapter 11 filing indicates that Beam has 195 "unsecured" creditors with $539,000 in claims, the biggest of which were held by Katz Communications, $145,200, and King World Productions, $77,800. But Beam's primary creditors are its secured lender, Chase Manhattan, which is owed $48.3 million, and Liechtenstein-incorporated Equity Investment International Corp. (EIIC), which has a subordinated loan of $18.3 million. Against Beam's total liabilities of $67.7 million stands tangible property of $16.4 million.

Chase earlier tried to extricate itself from its loan by trying to auction the company's stock securing the loan, but the attempt, it is said by more than one source, failed to attract a bid. The bank won a court decision last May, enabling it to garnish some of Beam's cash.

Beam's adversarial filing, however, is not against Chase but rather against EIIC and affiliated parties, which it contends attempted to gain control of the stations and, when it was unable to do so, encouraged Chase to take action "which would force plaintiffs [Beam] to file bankruptcy petitions." The allegations include charges that EIIC contacted key employes "to solicit their cooperation and support for an EIIC takeover of the television stations" and that EIIC misused confidential information and "consistently thwarted plaintiffs' efforts to sell or refinance the stations by refusing to attend meetings, provide information or perform acts which the defendants had duties to perform."

In late 1986, Beam bought out the limited partnership interests of EIIC and SAC Limited, a Saudi company, both of which are represented by Mamdouh M. Abdallah, a Cincinnati resident. The refinancing was apparently required because it was felt that FCC limitations on attributable foreign ownership—Abdallah himself is a U.S. citizen—were exceeded. EIIC took some of its payment for the limited partnership units in cash and accepted the $18 million note for the remainder.

Beam contends that the purchase price for the limited partnership units was to be based on 10 times trailing cash flow, which was believed to be $5.5 million. The price, Beam asserts, was preliminary and subject to an audit by Deloitte, Haskins & Sells. The accounting firm instead determined cash flow to be only five million dollars. As a result, Beam contends, it overpaid to EIIC and SAC and is still owed several million dollars.

The filing, made last month, also claimed that EIIC has no secured interest in Beam due to contract provisions agreed upon by both parties. A more recent counter-filing by the defendants denied virtually every claim and contended instead that Beam owed them $187,500.

While lawyers dispute the claims and investment bankers at Furman Selz try to refinance the group owner ("Closed Circuit," July 24), the group's financial results show some improvement, at least through

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
C-Cor	Year	$53,755	47	$5,195	239	$1.21
Centel Cable TV	Second	$43,705	16	$2,513	19	$0.10
International Broadcast	Second	$1,929	319	$66	NM	$0.02
Jones Intercable Investors	Second	$7,894	19	($3,380)	NM	($0.41)
QVC Network	Second	$54,919	48	$812	13	$0.05
Republic Pictures	Second	$15,496	7	$433	22	$0.10
Telemundo Group	Second	$29,782	19	($10,565)	NM	($0.63)
TVX Broadcast Group	Second	$37,127	-18	($13,599)	NM	($1.86)

International Broadcast Systems, international program distributor, had net loss of $629,284 last second quarter. Company went public in April. ■ **Jones Intercable Investors L.P.** had net loss of $2.8 million for corresponding quarter one year earlier. Operating income, before depreciation and amortization, was up 14% to $2.8 million. ■ **Telemundo** said that continental U.S. net commercial sales were up 45% from second quarter 1988 to $15.6 million. Telemundo had net lost of $10.2 million in second quarter 1988. ■ In 12 months following 1988 second quarter, **TVX Broadcast Group** sold four stations. Sales, along with programing changes and increased interest expense, make year-to-year comparisons meaningless, company said.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 25

After five years, nothing can hold us back.

We made a big impact on local television when we introduced Conus in 1984. And since that initial launch nothing has been able to slow our growth.

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And get ready to make a big impact in your market.

CONUS

58th Year 1989

Bright start for television's new season

Broadcasting Sep 25

Vol. 117 No. 13

High hopes for networks' fall... Three-network audience share for first three nights of new fall TV season delivers encouraging signs for ABC, CBS and NBC. **PAGE 27.**

High-yield debt: separating the good from the junk... Worsening conditions in junk bond market make raising high-yield debt difficult or impossible for some in Fifth Estate. **PAGE 29.**

Dennis departure... As she prepares to leave her job as FCC commissioner, Patricia Diaz Dennis reflects on her three years at agency, looking ahead to new career as Washington communications lawyer. **PAGE 33.**

30/ **PLANNING FOR TOMORROW AT 'TODAY'**
In effort to get *Today* show back on track, NBC hires *Entertainment Tonight*'s David Nuell as senior executive producer.

31/ **IN 'DISCUSSION'**
Fox Broadcasting Co. affiliate board meeting includes "exploratory" talks of creating national affiliate news co-operative as possible prelude to network newscast.

32/ **ORLANDO VICE**
Broadcaster with majority interests in two Georgia TV stations is charged in Orlando, Fla., with laundering drug money and drug trafficking.

36/ **CAPITAL CONNECTION**
Tele-Communications Inc. brings some 50 state and division managers to Washington to announce MSO's new customer service campaign.

37/ **CAMPUS CRUSADE**
NBC presents results of survey of college TV viewers, who network says are "reachable, responsive and worth it" for advertisers.

32/ **HIGH COURT PETITION**
Metro Broadcasting seeks review of FCC's minority-preference policy by Supreme Court.

37/ **BARTER SALES CO.**
Paramount Domestic Television and MCA TV form PREMIER Advertiser Sales, separate barter sales company to supply first-run syndicated advertising time.

38/ **NEW ORLEANS HIGHLIGHTS**
National Association of Broadcasters' Radio '89 proves forum for exchanging ideas, awarding its best and brightest, and learning, among other things, about "taking risks, fixing what ain't broke."

43/ **AM IMPROVEMENT**
Among encouraging news for AM broadcasters at Radio '89: Major manufacturer of consumer receivers says it will produce radios to NRSC specifications and that it will support NAB/EIA certification program.

44/ **TRUMP: THE GAME SHOW**
New York real estate baron Donald Trump has major ownership in new game show bearing his name—*Trump Card*—to be distributed by Warner Bros. Domestic Television Distribution.

45/ **EMMYS FOR ENTERTAINMENT**
CBS leads all networks with 27 Emmy Awards, ahead of NBC with 25 and ABC with 13. Among winners at 41st annual awards ceremony was James Woods, shown below, sharing chocolate Emmys with his wife.

44/ **OUTSTANDING**
Public Broadcasting Service captures most national news Emmys for news programs aired in 1988.

47/ **WRAPPING UP IN K.C.**
Radio-Television News Directors Association's 44th International Conference reflects concern for ethics and need to attract and keep audience.

71/ **EXPANDING PORTFOLIO**
Peter Desnoes, Burnham Broadcasting's managing general partner, is determined man who knows what he wants. And right now, that includes improving company's stations and enlarging group.

DEPARTMENTS

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BY THE NUMBERS 1

Fifty-two weeks of network programing brought the big three networks a combined 37.4 rating/65 share, with NBC winning the full 1988-89 season with a 14.3 rating and a 25 share. ABC came in second for the year with an 11.6/20, a slim one-tenth of a rating point ahead of CBS's 11.5/20 average. Together, the three networks delivered 33.8 million households over the 52 weeks, a loss of 577,000 households compared to the 1987-88 season. As of Sept. 19, 1988, the end of the prior season's 52-week period, the three networks had delivered a combined 38.8 rating. At that point, NBC averaged a 14.5 compared to CBS's 12.2 and ABC's 12.1. Together, the big three delivered 34.4 million households that season.

With the need to hold onto viewers still a high priority, this year's network programing has been dubbed "cautious" and

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 52 ◻ Sept. 11–Sept. 17

Rank/rating			Network	Show
1	■	25.9/39	A	*Roseanne*
2	■	21.8/34	A	*Chicken Soup*
3		20.0/40	N	*Miss America Pageant*
4		19.5/36	N	*Golden Girls*
5		19.1/35	N	*Sister Kate, special*
6	■	18.8/33	C	*60 Minutes*
7	■	17.8/31	A	*NFL Monday Night Football*
8	▼	17.4/31	N	*Cosby Show*
9	▼	17.3/29	N	*Cheers*
10	■	17.2/29	A	*Life Goes On, special*
11	▼	16.4/28	N	*Different World*
12	▼	15.8/25	A	*Wonder Years*
13		15.5/24	C	*CBS Premiere Preview*
14	▲	14.9/25	A	*Growing Pains*
14		14.9/25	N	*FM, special*
16	▼	14.8/25	A	*Who's the Boss?*
17		14.0/24	C	*Wolf, special*
17	▲	14.0/23	N	*NBC Monday Movie*
19	▲	13.8/28	A	*Full House*
19		13.8/22	N	*NBC Tuesday Movie*
21	▼	13.7/23	N	*Unsolved Mysteries*
22	▼	13.6/26	N	*Empty Nest*
23		13.4/23	C	*48 Hours, three-hour special*
24	▲	13.3/21	C	*Murphy Brown*
25		13.1/21	A	*Just the Ten of Us, special*
25	▼	13.1/24	N	*L.A. Law*
27		12.8/24	A	*Life Goes On, second special*
27	▼	12.8/21	N	*Hogan Family*
29		12.4/24	N	*Golden Girls, special*
30	▼	12.2/21	N	*ALF*
31		12.1/20	A	*ABC's Comedy Sneak Peek*
32	▼	11.7/20	C	*CBS Sunday Movie*
33	▼	11.5/22	A	*20/20*
33	▼	11.5/19	C	*Designing Women*
23		11.5/18	C	*Newhart, special*
36		11.4/19	F	*41st Annual Emmy Awards*
37	▼	11.3/18	N	*Matlock*
38	▼	11.2/18	N	*Night Court*
39		11.1/19	A	*Mon. Night Football, special*
40	▼	10.9/18	C	*Rescue: 911*
41		10.8/17	N	*Family Ties*
42	▼	10.5/18	C	*Kate and Allie*
43	▲	10.4/17	N	*NBC Sunday Movie*
44	▼	10.3/18	C	*Newhart*
45	▲	10.2/19	C	*CBS Friday Movie*
45		10.2/17	C	*Designing Women, special*
47	▼	9.7/16	A	*ABC Sunday Movie*
48	■	9.3/18	C	*Paradise*
49		8.8/16	A	*Koppel Report*
50		8.7/15	C	*60 Minutes, Retrospective*
51	▲	8.6/15	A	*Mission: Impossible*
51		8.6/15	N	*Quantum Leap, special*
53	▼	8.2/15	N	*Magical World of Disney*
54	▼	7.8/14	A	*Prime Time Live*
54	▼	7.8/15	N	*NBC Friday Movie*
56	▲	7.6/14	A	*ABC Mystery Movie*
57		6.9/11	C	*CBS Tuesday Movie*
58	■	6.8/13	A	*Mr. Belvedere*
59		6.7/12	A	*Incredible Sunday*
59		6.7/13	C	*Great Adventures/Quests*
61		6.6/11	A	*ABC News Special*
61		6.6/12	A	*ABC Fall Preview Special*
63	■	6.4/12	A	*Homeroom, special*
64		6.1/12	N	*Yesterday, Today & Tomorrow*
65		5.9/11	C	*CBS Saturday Movie, special*
66	▲	5.7/11	F	*Cops*
67		4.7/9	F	*US Mag. Live at the Emmys*
68	▲	4.2/8	F	*Reporters*
69		3.9/6	F	*The Who's 'Tommy'*
70	▲	3.2/6	F	*Beyond Tomorrow*

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 10

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, synd. (King World)	12.5	228	98
2	Jeopardy! (King World)	11.1	204	96
3	Oprah Winfrey Show (King World)	8.6	202	97
4	Cosby Show (Viacom)	8.3	196	95
5	Star Trek (Paramount Domestic TV)	7.3	228	97
6	Entertainment Tonight (Paramount)	7.1	161	93
7	Current Affair, special (20th Century Fox)	6.9	170	90
8	Wheel of Fortune, wknd. (King World)	5.9	165	85
9	Entertainment Tonight, special (Paramount)	5.7	147	92
10	All American Theatre (All [illegible]erican TV)	5.6	120	81
11	Supermodel of the World 1989 (Tribune)	5.2	141	93
12	Charles in Charge, synd. (MCA TV)	5.1	130	92
12	People's Court (Warner Bros. Domestic TV)	5.1	170	86
14	Donahue (Multimedia Entertainment)	4.9	222	99
15	Geraldo! (Paramount)	4.8	195	96
15	She's the Sheriff (Warner Bros.)	4.8	147	84

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
National Baseball Net. (Stuart Broad.)	9.5	86	89
Super Sports Follies (Berl Rotfeld Prod.)	5.1	80	84
Wrestling Network (Turner Program Services)	5.8	158	91
World Wrestling Federation (WWF)	8.5	219	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's.[1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Niesten and Broadcasting's own research.

"By the Numbers" continued from page 12

"conservative." ABC's *Living Dolls* (pictured at right), which makes its season debut tomorrow at 8:30, is not expected to grab and hold teenagers once it moves into its regular 8:30 Saturday time slot.

For the last week of the 1988-89 season, NBC won the week with a 12.3/21.7. ABC closed out the week with an 11.8/20.6 over CBS's 11.0/19.3.

In key demographic groups, NBC also won with women 18-49, posting a 7.8, but ABC took men 18-49, winning the group with a 6.6 rating.

In the evening news race, it was the *CBS Evening News* that won the week with a 9.4/20 over NBC's 9.0/20 and ABC's 8.9/20.

For the book of days, ABC won three nights: Monday, Tuesday and Friday. NBC won two, Thursday and Saturday, while CBS also won two, Wednesday and Sunday.

MarketScope

The Standard & Poor's Industrials moved up 0.22 to close last Wednesday (Sept. 20) at 395.60, a gain of only one-half a percent. Among the six groups tracked on the Stock Index, Broadcasting with Other Major Interests (BWOMI) was the hardest hit, posting 21 declines, four advances and four unchanged. Cable stocks had 13 declines, four gainers and two unchanged. Also among these groups, two stocks split three-for-two on Sept. 18—Cable's Century Communications and BWOMI's Park Communications. The Programing group had 15 declines, nine gainers and five stocks unchanged. The Service group was down, with seven losers, five gainers and two stocks unchanged. Broadcasting stocks had nine declines, and only four advances and three unchanged. The Equipment & Manufacturing group closed out the week with nine advances, eight declines and seven stocks remaining unchanged.

STOCK INDEX 1

BROADCASTING

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	506 1/2	505	1 1/2	00.29	21	9,116
N	(CBS) CBS	201 5/8	207 3/4	- 6 1/8	- 02.94	18	4,763
A	(CCU) Clear Channel	11 3/4	11 5/8	1/8	01.07	43	45
A	(HTG) Heritage Media	4	4 1/4	- 1/4	- 05.88	-2	144
O	(JCOR) Jacor Commun.	6 3/4	7	- 1/4	- 03.57	-6	67
O	(LINB) LIN	105 1/4	108 3/4	- 3 1/2	- 03.21	59	5,390
O	(OBCCC) Olympia Broadcast	2 1/4	2 1/2	- 1/4	- 10.00		5
O	(OSBN) Osborn Commun.	14	13 3/4	1/4	01.81	9	96
O	(OCOMA) Outlet Commun.	27 3/4	28 3/4	- 1	- 03.47	41	181
A	(PR) Price Commun.	6 1/2	6 5/8	- 1/8	- 01.88	-5	59
O	(SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-3	14
O	(SCRP) Scripps Howard	75 1/4	79	- 3 3/4	- 04.74	39	777
O	(SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3
O	(TLMD) Telemundo	5 1/4	5 1/2	- 1/4	- 04.54		88
O	(TVXGC) TVX Broadcast	3 1/4	3 1/8	1/8	04.00		23
O	(UTVI) United Television	36	36		00.00	51	303

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	37 3/4	39	- 1 1/4	- 03.20	50	748
N	(AFL) American Family	18	18 1/8	- 1/8	- 00.68	16	1,456
O	(ACCMA) Assoc. Commun.	35 7/8	36 1/4	- 3/8	- 01.03		513
O	(BMAC) BMA Corp.	33 1/4	35	- 1 3/4	- 05.00	14	321
N	(CCN) Chris-Craft	37 1/8	36 7/8	1/4	00.67	54	882
O	(DUCO) Durham Corp.	31 3/4	32	- 1/4	- 00.78	18	257
N	(GCI) Gannett Co.	44 1/4	44 1/2	- 1/4	- 00.56	18	7,128
O	(GACC) Great Amer. Comm.	11 1/2	11 5/8	- 1/8	- 01.07	-3	361
N	(JP) Jefferson-Pilot	41 1/2	39 5/8	1 7/8	04.73	14	1,588
N	(KRI) Knight-Ridder	52 3/4	54 3/4	- 2	- 03.65	12	2,092
N	(LEE) Lee Enterprises	31 7/8	31 7/8		00.00	18	782
N	(LC) Liberty	35 5/8	35 3/4	- 1/8	- 00.34	20	307
N	(MHP) McGraw-Hill	73 7/8	75	- 1 1/8	- 01.50	19	3,588
A	(MEGA) Media General	38 5/8	38 5/8		00.00	965	984
N	(MDP) Meredith Corp.	35 1/2	35 7/8	- 3/8	- 01.04	20	682
O	(MMEDC) Multimedia	99	102	- 3	- 02.94	37	1,114

BY THE NUMBERS 3

STOCK INDEX 2

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(NYT) New York Times	30 1/4	31 1/8	- 7/8	- 02.81	15	2,575
N	(NWS) News Corp. Ltd.	24 1/4	25	- 3/4	- 03.00	9	6,465
O	(PARC) Park Commun.	36	23 1/2	+ 12 1/2	[illegible]	17	301
O	(PLTZ) Pulitzer Publishing	30 3/4	31 1/2	- 3/4	- 02.43	15	321
N	(REL) Reliance Group Hold.	7 5/8	7 1/2	1/8	01.66	15	568
O	(RTRSY) Reuters Ltd.	46 5/8	46 5/8		00.00	29	20,725
O	(STAUF) Stauffer Commun.	142	142		00.00	47	142
N	(TMC) Times Mirror	39	39 1/4	- 1/4	- 00.63	25	4,994
O	(TMCI) TM Communications	13/32	5/16	3/32	30.00	-1	3
N	(TRB) Tribune	50 1/8	51 5/8	- 1 1/2	- 02.90	16	4,086
A	(TBSA) Turner Bcstg. 'A'	47 1/2	55	- 7 1/2	- 13.63	-16	2,104
A	(TBSB) Turner Bcstg. 'B'	47 1/4	51 1/8	- 3 7/8	- 07.57	-16	1,148
A	(WPOB) Washington Post	286 1/2	287 1/2	- 1	- 00.34	20	3,487

PROGRAMING

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(ALLT) All American TV	3 1/8	3 1/8		00.00		3
A	(CLR) Color Systems	2	2		00.00	-2	10
N	(KPE) Columbia Pictures Ent.	20	21	- 1	- 04.76	1000	2,214
O	(CAVN) CVN Cos.	19 7/8	20 1/4	- 3/8	- 01.85	34	365
O	(DCPI) dick clark prod.	6 1/2	5 7/8	5/8	10.63	-450	50
N	(DIS) Disney	117 1/4	114 3/4	2 1/2	02.17	95	15,790
O	(FNNI) Financial News	7	7		00.00		85
A	(FE) Fries Entertain.	1 7/8	2	- 1/8	- 06.25	-3	9
O	(GPEC) Guber-Peters Entert.	11 7/8	11 1/8	3/4	06.74	-5	126
A	(HHH) Heritage Entertain.	2 1/4	2 3/8	- 1/8	- 05.26	-7	11
A	(HSN) Home Shopping Net.	4	3 1/2	1/2	14.28	50	357
N	(KWP) King World	31	31 5/8	- 5/8	- 01.98	11	928
O	(KREN) Kings Road Entertain.	9/16	11/16	- 1/8	- 18.18		2
N	(MCA) MCA	62 5/8	61 1/4	1 3/8	02.24	22	4,573
N	(MGM) MGM/UA Commun.	22 3/4	21 1/4	1 1/2	07.05	-11	1,148
A	(NHI) Nelson Holdings	1	1		00.00		36
O	(NNET) Nostalgia Network	1 3/4	1 3/4		00.00	-2	9
N	(OPC) Orion Pictures	21 1/4	21	1/4	01.19	25	370
N	(PCI) Paramount Commun.	53 5/8	55	- 1 3/8	- 02.50	16	6,230
N	(PCC) Pathe Communications	3 1/8	3 1/2	- 3/8	- 10.71		57
N	(PLA) Playboy Ent.	17 1/4	18 1/8	- 7/8	- 04.82	-76	162
O	(QNTX) Qintex Entertainment	6 1/8	6	1/8	02.08		-130
O	(QVCN) QVC Network	17 3/4	18	- 1/4	- 01.38	29	176
O	(RVCC) Reeves Commun.	6 1/4	6 3/8	- 1/8	- 01.96	125	79
O	(RPICA) Republic Pic. 'A'	11	11 1/4	- 1/4	- 02.22	157	46
O	(SP) Spelling Entertainment	8 1/8	8 1/4	- 1/8	- 01.51	17	268
O	(JUKE) Video Jukebox	5 5/16	5 7/16	- 1/8	- 02.29	-25	49
N	(WCI) Warner	64 3/4	63 7/8	7/8	01.36	22	10,776
O	(WONE) Westwood One	10 3/4	12	- 1 1/4	- 10.41	-15	156

SERVICE

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AMEA) A.M.E. Inc.	12 3/8	12 3/8		00.00	61	8
O	(AGRP) Andrews Group	5 5/8	5 3/4	- 1/8	- 02.17	-4	31
O	(BSIM) Burnup & Sims	20 1/4	20	1/4	01.25	22	323
N	(CQ) Comsat	37 5/8	36 7/8	3/4	02.03	10	627
N	(CDA) Control Data Corp.	18 5/8	18	5/8	03.47	-1	776
N	(DNB) Dun & Bradstreet	56	57	- 1	- 01.75	18	10,482
N	(FCB) Foote Cone & B.	30 1/8	30 3/8	- 1/4	- 00.82	16	257
O	(GREY) Grey Advertising	153	158	- 5	- 03.16	12	183
O	(IDBX) IDB Communications	7 3/4	8 1/8	- 3/8	- 04.61	155	38
N	(IPG) Interpublic Group	35 3/8	34 1/2	7/8	02.53	16	1,221
O	(OMCM) Omnicom Group	24 1/8	23 7/8	1/4	01.04	14	590
N	(SAA) Saatchi & Saatchi	15	15 1/4	- 1/4	- 01.63	11	2,348
O	(TLMT) Telemation	2	2		00.00	-33	9
A	(UNV) Unitel Video	13 3/4	14	- 1/4	- 01.78	21	28

CABLE

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	17 7/8	18 7/8	- 1	- 05.29	5	26
O	(ATCMA) Amer. TV & Comm.	48 1/4	50	- 1 3/4	- 03.50	69	5,255
O	(CTEX) C-Tec Corp.	24 1/2	23 1/4	1 1/4	05.37	26	417
A	(CVC) Cablevision Sys. 'A'	45 1/4	46 1/4	- 1	- 02.16	-5	986
N	(CNT) Centel Corp.	61	62 3/4	- 1 3/4	- 02.78	49	3,400
A	(CTY) Century Commun.	13 7/8	21 5/8	- 7 3/4	- 35.83	-40	803
O	(CMCSA) Comcast	26 5/8	27 1/4	- 5/8	- 02.29	-20	1,786
A	(FAL) Falcon Cable Systems	19 7/8	20 1/8	- 1/4	- 01.24	-70	127
O	(JOIN) Jones Intercable	19 1/8	19 1/4	- 1/8	- 00.64	-15	238
T	(MHP.O) Maclean Hunter 'X'	13 1/2	13 1/4	1/4	01.88	36	995
T	(RCI.A) Rogers Commun. 'A'	131	128	3	02.34	-222	1,767
T	(RCI.B) Rogers Commun. 'B'	106 3/4	110 1/2	- 3 1/4	02.94	-181	1,440
O	(TCAT) TCA Cable TV	17 3/4	18 1/4	- 1/2	- 02.73	37	429
O	(TCOMA) Tele-Commun.	37 1/2	38 1/8	- 5/8	- 01.63	625	6,616
N	(TL) Time Inc.	136 3/4	132	4 3/4	03.59	27	7,791
O	(UACI A) United Art. Ent. A	22 1/8	23 1/8	- 1	- 04.32	-33	2,923
O	(UACI B) United Art. Ent. B	22 1/4	23 1/4	- 1	- 04.30	-33	1,400
N	(VIA) Viacom	54 5/8	57 7/8	- 3 1/4	05.61	40	2,915
N	(WU) Western Union	1 1/8	1 1/8		00.00		40
O	(WSMCA) WestMarc	30 1/2	30 1/2		00.00	-27	472

EQUIPMENT & MANUFACTURING

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	73 7/8	74 1/2	- 5/8	- 00.83	13	16,311
N	(ARV) Arvin Industries	19 5/8	19 3/4	- 1/8	- 00.63	29	386
O	(CCBL) C-Cor Electronics	14 1/2	13 3/4	3/4	05.45	14	59
N	(CHY) Chyron	3 5/8	3 5/8		00.00	-25	41
A	(COH) Cohu	11 1/4	11 1/4		00.00	7	21
N	(EK) Eastman Kodak	47 5/8	48 3/4	- 1 1/8	- 02.30	11	15,450
N	(GRL) Gen. Instrument	33 1/2	31 3/4	1 3/4	05.51	11	905
N	(GE) General Electric	56 3/8	55 1/2	7/8	01.57	13	50,858
N	(HRS) Harris Corp.	37 1/2	35 3/8	2 1/8	06.00	19	1,452
N	(MAI) M/A Com. Inc.	6 7/8	7	- 1/8	- 01.78	14	164
N	(IV) Mark IV Indus.	18	18		00.00	9	194
O	(MCDY) Microdyne	4	4		00.00	-30	18
O	(MCOM) Midwest Commun.	7	6 5/8	3/8	05.66	24	21
N	(MOT) Motorola	57 3/8	57 7/8	- 1/2	- 00.86	15	7,441
N	(OAK) Oak Industries	1 1/4	1 1/4		00.00	18	100
A	(PPI) Pico Products	1 1/4	1 1/4		00.00	-1	4
N	(SFA) Sci-Atlanta	20 1/4	20	1/4	01.25	14	467
N	(SNE) Sony Corp.	56 3/4	56 3/8	3/8	00.66	31	16,007
N	(TEK) Tektronix	19 1/2	20 3/8	- 7/8	- 04.29	29	552
O	(TVTK) Television Tech.	9/16	9/16		00.00	58	3
N	(VAR) Varian Assoc.	25 3/8	27 1/4	- 1 7/8	- 06.88	9	525
O	(WGNR) Wegener	4	3 7/8	1/8	03.22	10	29
N	(WX) Westinghouse	67 1/2	66 1/4	1 1/4	01.88	11	9,765
N	(ZE) Zenith	14 1/2	15 3/8	- 7/8	- 05.69	1450	387
	Standard & Poor's 400	[illegible]	[illegible]		00.22		00.06

Oct. 21-22—*American Women in Radio and Television* Western area conference San Francisco. Information: Margie Comstock, (408) 285-0907.

Oct. 21-24—*North Carolina Association of Broadcasters* annual meeting Grove Park Inn, Asheville, N.C.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Oct. 22-24—*Oregon Association of Broadcasters* and *Washington State Association of Broadcasters* joint annual meeting. Hyatt Regency, Bellevue, Wash. Information: (206) 448-9722.

Oct. 23—"Washington and Hollywood: It's Time to Join Forces in the War on Drugs," luncheon address by William Bennett, director, Office of National Drug Control Policy, White House, to *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

Oct. 23-25—11th annual Satellite Communications Users Conference. Convention Center, Washington.

Oct. 24—*Canadian Cable Television Association* Midwest/Northwest Territory regional meeting. Port O'Call Inn, Calgary, Alberta. Information: (613) 232-2631.

Oct. 24—Video presentation on commercial TV advertising to Northwest broadcasters and advertising professionals, sponsored by *Washington and Oregon Association of Broadcasters* and *Seattle Advertising Federation*. Sheraton hotel, Seattle. Information: (206) 623-8307.

Oct. 25—*USA Network* local ad sales seminar. Sheraton Plaza, Orlando, Fla.

Open Mike

Reply

EDITOR: The letter that you published from Harry Gregor Jr. in your Sept. 4 issue needs one response. I don't propose to carry on a mini-series. However, Mr. Gregor missed the point so badly that I feel I must set the record straight.

Apparently, Mr. Gregor did not read very thoroughly my letter to the FCC that you published in your July 31 issue, or certainly added his own interpretation. Nowhere in that letter that supports Richard Arsenault's proposal did I say anything about WVMT(AM) not having listeners.

What I did say is that we were faced with two AM-FM combinations selling at one rate.

Arbitron and other surveys that measure audiences do not measure impact of commercials, but I'll stack WVMT against any FM station in the market on a result basis at the cash register. We may not win the survey but we win at the register.

I was an early FM pioneer. We had one of the first FM stations in the state of New York and still have it. We kept it alive with our AM along with hundreds of other combinations in New York State. I'm not talking about the early days, I'm talking about now.

The atmosphere in broadcasting has changed and now the stand-alone AM's deserve consideration because they are, in most cases, the true broadcasters whose stations have been around years and years.

What Richard Arsenault's proposal suggests would not harm the FM stations that are already on the air. As my original letter indicated: "The FM stations are going to want to beat their breasts to try to sidetrack the proposal," [although] as I said, it will not affect their income adversely and certainly won't affect their signals.

I'm proud to say that I've been a broadcaster for 50 years. I love the industry and I want to see all of it prosper. AM stations were the basis of our industry and deserve to be given consideration in making sure that they are healthy and are able to serve their communities and their advertisers.—*Simon Goldman, president, The Goldman Radio Group, Jamestown, N.Y.*

Differences of opinion

EDITOR: I find your editorials in the Aug. 28 issue, "More in Sorrow," and the Sept. 4 issue, "Conduct Unbecoming," good titles to describe your stand on indecency. What you describe as minor league sexual innuendo, I describe as major league perversion. What you call a disturbing wave of censorship, I hail as a breath of fresh air.

Your use of the First Amendment as a basis for this type of "trash radio" is an overstepping of the ideals the framers of the Bill of Rights intended. Your statement that "the broader the spectrum of permissible activity, the better for everyone" is absurd. A country based on that philosophy will [sink into] anarchy.

Alarmingly, some instances show a direct link between indecency and crime and other social problems. The less our nation is subjected to this type of uncalled-for broadcasting, the better off we are.

I'm in hopes that your views on indecency are in the minority.—*Robbie Moore, station manager, WMBV-FM Dixon Mills, Ala.*

EDITOR: WRBS(FM) [Baltimore] enjoys excellent reception of CLeaR-TV. We respect these people and support their efforts to reduce sex and violence on television. And, we give them free time.—*J. Thomas Bisset, general manager, WRBS(FM).*

EDITOR: Although your Aug. 14 "Closed Circuit," "UnCLeaR reception," suggests that religious stations are not cooperating with the effort to broadcast the boycott special, *TV's Sex and Violence: A Response*, we want you to know that we are highly supportive of this boycott and have broadcast the special program as well as numerous promotional announcements alerting people to the time and date.

We feel as broadcasters we have a responsibility to encourage our colleagues to program in such a way that families are benefited and the moral climate of our nation is elevated.—*Robert B. Dallenbach, vice president-general manager, KPOF(AM) Denver.*

The Fifth Estate

Broadcasting

incorporating

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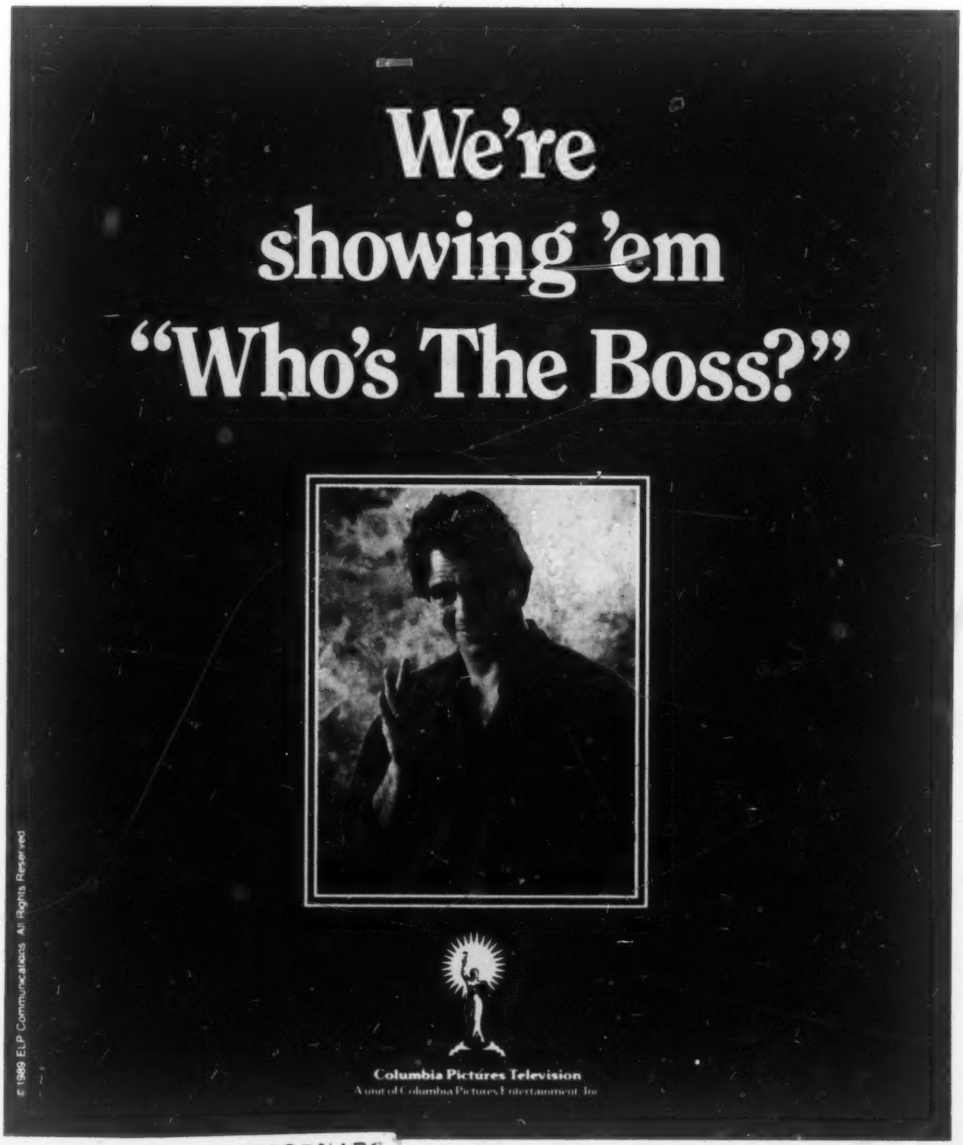
The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 2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58th Year 1989

Sony buys Columbia

Busy week for cable

Broadcasting Oct 2

Vol. 117 No. 14

Cable's who's who and what's what... Industry's annual September gathering in New York finds cable executives meeting to honor their best, talk shop and hear from FCC's Alfred Sikes. **PAGE 35.**

Sony's new pearl... Sony Corp. reaches definitive agreement to buy stock of Columbia Pictures for $3.4 billion. **PAGE 36.**

HDTV standard... In his first statement on emerging high-definition TV technologies since becoming FCC chairman, Alfred Sikes says that at end of testing process, commission will set advanced TV standard. **PAGE 37.**

38/ ***TURNER'S OLYMPIC DEAL***

Turner Broadcasting System agrees to pay CBS $50 million to carry winter Olympics in 1992 and 1994.

CBS Sports President Neal Pilson (l), Terence McGuirk, Turner Sports president, view site of 1992 Olympics

39/ ***HEAD OF THE CLASS***

Cable industry forms Cable Alliance for Education to encourage medium's use in classrooms.

41/ ***KEEPING TABS***

New off-network programs post second-week cumulative gains in Nielsen overnight ratings markets, but numbers are still below last year's.

40/ ***PHONY FOOTAGE?***

New York Post questions validity of CBS News pictures purporting to show scenes of Afghanistan war supplied by freelancer.

42/ ***JUST SAYING NO***

FCC says conviction for drug trafficking is grounds for revoking or denying broadcast license.

43/ ***RADIO RECAP***

From Classic Rock to AC to Country and more, today's radio formats are varied lot, sharing common search for new listeners.

49/ ***GRASSROOTS HEARING***

Three major broadcast networks' entertainment presidents meet with Viewers for Quality Television, small but growing watchdog organization of broadcast TV.

50/ ***RESURRECTING THE CODE***

National Association of Broadcasters re-evaluate need for voluntary program code.

39/ ***CELTICS RADIO***

Week after buying Boston TV station, Boston Celtics make deal to purchase WEEI(AM).

51/ ***FUTURE VIEWING***

Panelists at National Academy of Cable Programing's Fall Forum luncheon offer predictions on where television industry is headed.

52/ ***ROCHESTER REPORT***

Broadcasters in Rochester, N.Y., have mixed reactions over ATC's cable channel programed with syndicated and off-network shows.

55/ ***HUGO WATCH***

Broadcast stations in path of Hurricane Hugo are, in many cases, sole providers of information, as well as victims of storm.

Charleston after the storm

56/ ***SBE IN KC***

High-definition TV, fiber optics and digital tape equipment highlight sessions at Society of Broadcast Engineers' national convention in Kansas City, Mo., this week.

57/ ***UP FOR VOTE***

As Senate Commerce Committee prepares to vote on children's television legislation this week, NAB hopes committee will adopt S. 707, bill industry says it can live with.

87/ ***POINT PERSON***

Belva Brissett, NAB's senior vice president for regulatory affairs, brings broadcasters' message to FCC.

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BY THE NUMBERS 1

The big three networks posted a combined 71.9 share for premiere week (ended Sept. 24), up from last season's opening week share of 66.8, a week hampered by the writer's strike and unrated Sunday night time slots taken up by presidential campaign debates. Using calculations based on combined ratings figures, this season's first week delivered 39.3 million households, up from the previous week's 32.3 million households. NBC took the opening week with a 16.7 rating and a 28.1 share. ABC was second with a 13.1/22.2, followed by CBS's 12.9/21.6.

Fifty-three programs made their season premiere during Week 1. ABC's *Wonder Years* (pictured) will premiere and take over its Tuesday night 8:30 slot this week, which was lent to *Doogie Howser, M.D.* during Week 1. The special preview of *Doogie* pulled a 20.7/32 in the slot as the lead-in to *Roseanne*.

Chicken Soup dropped to 14th for the week (see chart) with an 18.4/29, down from second place during Week 52 when *Soup* pulled a 21.8/34. *Roseanne* yielded first place to NBC's *Cosby Show*.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 1 □ Sept. 18—Sept. 24

Rank/rating			Network	Show
1	■	26.1/44	N	*Cosby Show*
2	▼	24.7/38	A	*Roseanne*
3	■	24.1/39	N	*Cheers*
4	■	23.5/42	N	*Golden Girls*
5		23.0/38	N	*Sister Kate, 2d preview*
6		20.7/32	A	*Doogie Howser, M.D., special*
6	■	20.7/33	C	*Murder, She Wrote*
8		20.3/33	N	*Sat. Night Live, 15th Anni.*
9	■	19.6/31	N	*Matlock*
10	■	19.5/32	A	*Who's the Boss?*
11		19.3/38	N	*Bob Hope's Lucy*
12	■	19.2/32	N	*Unsolved Mysteries*
13	▼	18.5/33	C	*60 Minutes*
14	▼	18.4/29	A	*Chicken Soup*
15	■	18.1/31	A	*Growing Pains*
16		17.8/30	N	*Hardball, special*
17	■	17.0/26	C	*Murphy Brown*
18	■	16.4/30	N	*Amen*
19	▼	16.3/28	A	*NFL Monday Night Football*
20	■	16.2/26	C	*Major Dad*
21	■	15.9/24	C	*Famous Teddy Z*
21		15.9/24	C	*Island Son, special*
21	■	15.9/25	N	*NBC Monday Movie*
24	■	15.8/25	N	*Nuts House*
25	▲	15.3/27	N	*NBC Friday Movie*
26	■	15.2/24	A	*ABC Sunday Movie*
27	■	15.1/24	C	*Designing Women*
27	■	15.1/28	A	*Full House*
29		14.6/25	A	*Free Spirit, special*
29	■	14.6/23	C	*People Next Door*
29	■	14.6/25	A	*Perfect Strangers*
32	■	14.4/26	A	*China Beach*
32	■	14.4/23	A	*Doogie Howser, M.D. (Wed.)*
34	■	14.3/23	N	*ALF*
35	■	14.0/22	N	*Hogan Family*
35	■	14.0/22	C	*Jake and the Fatman*
35	■	14.0/27	N	*227*
38	■	13.9/25	A	*Family Matters*
39	▼	13.8/23	C	*48 Hours*
40		13.7/22	A	*Young Riders, special*
41	■	13.6/23	C	*Newhart*
42	■	13.5/24	C	*Island Son*
43	■	13.3/24	N	*Midnight Caller*
43	■	13.3/24	A	*thirtysomething*
45	■	12.8/23	C	*Dallas*
46		12.7/21	C	*Wolf, special*
47	■	12.6/23	N	*Baywatch*
47	■	12.6/23	A	*20/20*
49	■	12.1/21	A	*PrimeTime Live*
50	■	11.8/18	N	*My Two Dads*
50	■	11.8/21	C	*Wiseguy*
50	■	11.8/19	A	*Young Riders*
53	▼	11.5/21	C	*Paradise*
54	■	11.0/18	C	*Top of the Hill*
55	▼	10.8/17	C	*Rescue: 911*
56	■	10.4/17	A	*Free Spirit*
56	■	10.4/19	C	*Snoops*
58		10.2/15	F	*Married...With Children*
58	■	10.2/18	C	*Tour of Duty*
60	■	10.0/18	A	*Life Goes On*
61	■	9.8/16	A	*MacGyver*
62	■	9.7/16	C	*Peaceable Kingdom*
62	■	9.7/17	N	*Quantum Leap*
62		9.7/15	F	*Totally Hidden Video*
62		9.7/17	C	*Wiseguy, Wed. breakout*
66		9.6/16	F	*America's Most Wanted*
67	■	8.9/15	N	*Sister Kate*
68	■	8.7/14	A	*Homeroom*
69	■	8.6/14	A	*Mission: Impossible*
70	■	8.1/13	C	*Wolf*
71	■	7.6/15	C	*Sat. Night with Connie Chung*
72	■	7.5/12	F	*Alien Nation*
73		6.8/13	A	*ABC College Football*
73	■	6.8/11	F	*21 Jump Street*
75		6.6/12	N	*ALF Takes Network*
76	■	6.5/12	F	*Booker*
77	▼	6.3/12	F	*Cops*
78		5.6/8	F	*Open House*
79	▼	4.4/8	F	*Reporters*
80		3.6/6	F	*Tracey Ullman Show*
81	▼	3.0/5	F	*Beyond Tomorrow*

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard*

Week ended Sept. 17

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, synd. (King World)	12.9	228	99
2	Jeopardy! (King World)	11.8	216	98
3	Oprah Winfrey Show (King World)	9.5	215	99
4	Cosby Show (Viacom)	9.0	203	98
5	Wheel of Fortune, wknd. (King World)	8.2	206	92
6	Star Trek (Paramount Domestic TV)	7.7	227	97
7	Current Affair (20th Century Fox TV)	7.5	183	95
8	Entertainment Tonight (Paramount)	7.0	164	95
9	Donahue (Multimedia Entertainment)	6.7	220	99
10	Remote Control (Viacom)	5.7	139	89
11	Geraldo! (Paramount)	4.9	192	98
12	Superboy (Viacom)	4.8	167	91
13	People's Court (Warner Bros. Domestic TV)	4.7	164	88
14	Friday the 13th (Paramount)	4.6	209	95
14	Rock 'n' Roller Games (Tribune)	4.6	148	95
	The following shows were rated, but not ranked			
	Wrestling Network (Turner Program Services)	7.6	163	91
	World Wrestling Federation (WWF)	8.5	238	96

* Nielsen weekly pocketpiece

Source: Nielsen and *Broadcasting's* own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†

Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 15

which got a 26.1/44. For CBS, *60 Minutes* moved down from sixth to 13th place with an 18.5/33. During the prior week, *60 Minutes* pulled an 18.8/33. A retrospective of the news show, which also aired during Week 52, mustered only an 8.7/15 when it aired at 8 on Wednesday.

The battle for evening wins was close on two nights, when only 0.1 rating point separated first and second place. CBS's Monday comedy lineup won that night with a 15.4/24.3, squeaking past NBC's 15.3/24.2 evening average. ABC won Tuesday night with an 18.3/30.1 over stiff competition from NBC (17.5/28.9). The second evening squeaker was Wednesday, which NBC took with a 14.9/24.8 over ABC's 14.8/24.9.

Thursday, Friday and Saturday were NBC's winning nights, the closest fight being for Friday, when second-place ABC pulled a 13.9/24.0. Sunday went to CBS's 17.0/27.6. The challenger, NBC, got a 15.4/25.2.

MarketScope

Declines outpaced advancing stocks for the Sept. 20-27 period, as overall 63 stocks fell in price, against 49 advances and 19 unchanged. The Programing group went against the tide as 13 stocks moved up, 10 fell and six remained unchanged. The biggest mover in this group was Columbia Pictures, which gained 6 on Sony Corp.'s 27 per share buyout offer. Sony, part of the Equipment & Manufacturing (E&M) group, gained 4 for the seven days. (See story, "Top of the Week.") E&M stocks posted 13 declines, nine advances and two unchanged. In other groups, Broadcasting stocks closed out the week with six up, six down and four even. Broadcasting with Other Major Interests (BWOMI) stocks had 16 down, 10 up and three unchanged. The Service group had six down, four up and three unchanged. Cable posted seven advances, 12 declines and one unchanged: Rogers Communications B. The S&P 400 closed out last Wednesday at 393.88, down 1.72 for the week.

Stock Index Notes: [illegible]

STOCK INDEX 1

BROADCASTING

	Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	508	506 1/2	1 1/2	00.29	21	9.143
N (CBS) CBS	204 7/8	201 5/8	3 1/4	01.61	18	4.840
A (CCU) Clear Channel	11 1/4	11 3/4	– 1/2	– 04.25	41	43
A (HTG) Heritage Media	3 7/8	4	– 1/8	– 03.12	-2	139
O (JCOR) Jacor Commun.	6 3/4	6 3/4		00.00	-6	67
O (LINB) LIN	108	105 1/4	2 3/4	02.61	60	5,531
O (OBCCC) Olympic Broadcast	2 1/4	2 1/4		00.00		5
O (OSBN) Osborn Commun.	13 1/2	14	– 1/2	– 03.57	-8	93
O (OCOMA) Outlet Commun.	27 1/4	27 3/4	– 1/2	– 01.80	40	178
A (PR) Price Commun.	6 1/8	6 1/2	– 3/8	– 05.76	-5	55
O (SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-3	14
O (SCRP) Scripps Howard	74 1/4	75 1/4	– 1	– 01.32	38	766
O (SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3
O (TLMD) Telemundo	5 5/8	5 1/4	3/8	07.14		94
O (TVXGC) TVX Broadcast	3 3/4	3 1/4	1/2	15.38		27
O (UTVI) United Television	36 1/8	36	1/8	00.34	51	394

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	36 3/4	37 3/4	– 1	– 02.64	49	729
N (AFL) American Family	17 1/2	18	– 1/2	– 02.77	15	1,419
O (ACCMA) Assoc. Commun.	35 5/8	35 7/8	– 1/4	– 00.69		509
O (BMAC) BMA Corp.	33	33 1/4	– 1/4	– 00.75	14	319
N (CCN) Chris-Craft	37 5/8	37 1/8	1/2	01.34	55	894
O (DUCO) Durham Corp.	31 3/4	31 3/4		00.00	18	267
N (GCI) Gannett Co.	44 3/8	44 1/4	1/8	00.28	18	7,148
O (GACC) Great Amer. Comm.	11 1/4	11 1/2	– 1/4	– 02.17	-3	353
N (JP) Jefferson-Pilot	39 3/8	41 1/2	– 2 1/8	– 05.12	13	1,517
N (KRI) Knight-Ridder	.12 7/8	52 3/4	1/8	00.23	12	2,698
N (LEE) Lee Enterprises	31 3/4	31 7/8	– 1/8	– 00.39	18	779
N (LC) Liberty	37 1/8	36 5/8	1/2	01.36	21	311
N (MHP) McGraw-Hill	73 1/8	73 7/8	– 3/4	– 01.01	18	3,548
A (MEGA) Media General	38 1/4	38 5/8	– 3/8	– 00.97	956	984
N (MDP) Meredith Corp.	35 1/8	35 1/2	– 3/8	– 01.05	20	655
O (MMEDC) Multimedia	99	99		00.00	37	1,114

BY THE NUMBERS 3

STOCK INDEX 2

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(NYTA) New York Times	31 7/8	30 1/4	1 5/8	05.37	16	2,503
N	(NWS) News Corp. Ltd.	24 3/4	24 1/4	1/2	02.06	9	6,598
O	(PARC) Park Commun.	23 1/8	24	- 7/8	- 03.64	25	478
O	(PLTZ) Pulitzer Publishing	29 1/2	29 3/4	- 1/4	- 00.84	14	308
N	(RFL) Reliance Group Hold.	6 7/8	7 5/8	- 3/4	- 09.83	14	512
O	(RTRSY) Reuters Ltd.	46 1/2	45 5/8	7/8	01.91	24	21,123
O	(STAUF) Stauffer Commun.	142	142		00.00	47	142
N	(TMC) Times Mirror	38 3/8	39	- 5/8	- 01.60	14	4,914
O	(TMCI) TM Communications	5/16	13/32	- 3/32	- 23.07	-1	1
N	(TRB) Tribune	54 5/8	56 1/8	- 1 1/2	- 02.67	18	3,989
A	(TBSA) Turner Bcstg. 'A'	52 3/8	47 1/2	4 7/8	10.26	-18	2,408
A	(TBSB) Turner Bcstg. 'B'	51 1/2	47 1/4	4 1/4	08.99	-18	1,246
A	(WPOB) Washington Post	291 1/4	286 1/2	4 3/4	01.65	21	3,728

PROGRAMING

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(ALLT) All American TV	3 1/8	3 1/8		00.00		3
A	(CLR) Color Systems	1 3/4	2	- 1/4	- 12.50	-1	9
N	(KPE) Columbia Pictures Ent.	26 1/2	20	6 1/2	32.50	1325	2,934
O	(CAVN) CVN Cos.	19 3/4	19 7/8	- 1/8	- 00.62	34	353
O	(DCPI) dick clark prod.	6 1/4	6 1/2	- 1/4	- 03.84	625	51
N	(DIS) Disney	120 3/8	117 1/4	3 1/8	02.66	26	16,179
O	(FNNI) Financial News	7 1/8	7	1/8	01.78		86
A	(FE) Fries Entertain.	1 3/4	1 7/8	- 1/8	- 06.66	-2	8
O	(GPEC) Guber-Peters Enter.	12 3/8	11 7/8	1/2	04.21	-5	134
A	(HHH) Heritage Entertain.	2 1/8	2 1/4	- 1/8	- 05.55	-4	11
A	(HSN) Home Shopping Net.	3 7/8	4	- 1/8	- 03.12	48	346
N	(KWP) King World	33 3/4	33	3/4	02.27	11	847
O	(KREN) Kings Road Entertain.	9/16	9/16		00.00		2
N	(MCA) MCA	67	62 5/8	4 3/8	06.98	24	4,892
N	(MGM) MGM/UA Commun.	22 1/2	22 3/4	- 1/4	- 01.09	-11	1,136
A	(NHI) Nelson Holdings	15/16	1	- 1/16	- 06.25		32
O	(NNET) Nostalgia Network	1 3/4	1 3/4		00.00	-2	9
N	(OPC) Orion Pictures	23 3/8	21 1/4	2 1/8	10.00	28	407
N	(PCI) Paramount Commun.	57 3/8	53 5/8	3 3/4	06.99	17	6,666
N	(PCC) Pathe Communications	3 1/8	3 1/8		00.00		57
N	(PLA) Playboy Ent.	17 3/8	17 1/4	1/8	00.72	-75	163
O	(QNTX) Qintex Entertainment	6 1/2	6 1/8	3/8	06.12		138
O	(QVCN) QVC Network	16 1/2	17 3/4	- 1 1/4	- 07.04	27	166
O	(RVCC) Reeves Commun.	6 1/4	6 1/4		00.00	625	79
O	(RPICA) Republic Pic. 'A'	12	11	1	09.09	171	51
O	(SP) Spelling Entertainment	8 1/2	8 1/8	3/8	04.61	18	281
O	(JUKE) Video Jukebox	5 7/16	5 5/16	1/8	02.35	-25	50
N	(WCI) Warner	64 3/4	64 3/4		00.00	22	10,776
O	(WONE) Westwood One	10 1/4	10 3/4	- 1/2	- 04.65	-14	148

SERVICE

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AGRP) Andrews Group	5 3/4	5 5/8	1/8	02.22	-4	52
O	(BSIM) Burnup & Sims	20 3/4	20 1/4	1/2	02.46	23	331
N	(CQ) Comsat	37 7/8	37 5/8	1/4	00.66	10	631
N	(CDA) Control Data Corp.	18 1/2	18 5/8	- 1/8	- 00.67	-1	773
N	(DNB) Dun & Bradstreet	55 3/4	56	- 1/4	- 00.44	18	10,435
N	(FCB) Foote Cone & B.	30	30 1/8	- 1/8	- 00.41	19	256
O	(GREY) Grey Advertising	153	153		00.00	12	183
O	(IDBX) IDB Communications	7	7 3/4	- 3/4	- 09.67	140	34
N	(IPG) Interpublic Group	35 3/8	35 3/8		00.00	18	1,221

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(OMCM) Omnicom Group	24	24 1/8	- 1/8	- 00.51	14	562
N	(SAA) Saatchi & Saatchi	14 3/4	15	- 1/4	- 01.66	11	2,309
O	(TLMT) Telemation	2	2		00.00	-33	9
A	(UNV) Unitel Video	13 7/8	13 3/4	1/8	00.90	22	29

CABLE

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	16 3/4	17 7/8	- 1 1/8	- 06.29	5	28
O	(ATCMA) Amer. TV & Comm.	46 1/2	48 1/4	- 1 3/4	- 03.62	67	5,068
O	(CTEX) C-Tec Corp.	24	24 1/2	- 1/2	- 02.04	26	409
A	(CVC) Cablevision Sys. 'A'	44 1[illegible]	45 1/4	- 1 1/8	- 02.48	-5	971
N	(CNT) Centel Corp.	61 1/8	61	1/8	00.20	49	3,436
A	(CTY) Century Commun.	13 3/4	13 7/8	- 1/8	- 00.90	-59	886
O	(CMCSA) Comcast	25 3/4	26 5/8	- 7/8	- 03.28	-19	1,726
A	(FAL) Falcon Cable Systems	20	19 7/8	1/8	00.62	-71	127
O	(JOIN) Jones Intercable	18 3/8	19 1/8	- 3/4	- 03.92	-14	227
T	(MHP.O) Maclean Hunter 'X'	12 7/8	13 1/4	- 3/8	- 02.83	35	946
T	(RCI.A) Rogers Commun. 'A'	128	128		00.00	-216	1,727
T	(RCI.B) Rogers Commun. 'B'	111	110 1/2	1/2	00.45	-188	1,487
O	(TCAT) TCA Cable TV	18 1/4	17 3/4	1/2	02.81	38	441
O	(TCOMA) Tele-Commun.	37 3/8	37 1/2	- 1/8	- 00.33	622	6,594
N	(TL) Time Inc.	139	136 3/4	2 1/4	01.64	28	7,919
O	(UAECA) United Art. Ent. A	21 3/8	22 1/8	- 3/4	- 03.38	-31	2,824
O	(UAECB) United Art. Ent. B	22 1/8	22 1/4	- 1/8	- 00.56	-33	1,461
N	(VIA) Viacom	56	54 5/8	1 3/8	02.51	41	2,988
N	(WU) Western Union	1	1 1/8	- 1/8	- 11.11		43
O	(WSMCA) WestMarc	31	30 1/2	1/2	01.63	-27	480

EQUIPMENT & MANUFACTURING

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	75 1/4	73 7/8	1 3/8	01.86	13	16,618
N	(ARV) Arvin Industries	19 1/8	19 5/8	- 1/2	- 02.54	29	356
O	(CCBL) C-Cor Electronics	16 3/4	14 1/2	2 1/4	15.51	16	68
N	(CHY) Chyron	4 1/8	3 5/8	1/2	13.79	-29	40
A	(COH) Cohu	10 3/4	11 1/4	- 1/2	- 04.44	7	20
N	(EK) Eastman Kodak	46 3/4	47 5/8	- 7/8	- 01.83	11	15,166
N	(GRL) Gen. Instrument	34 3/4	33 1/2	1 1/4	03.73	12	930
N	(GE) General Electric	56	56 3/8	- 3/8	- 00.66	13	50,528
N	(HRS) Harris Corp.	37	37 1/2	- 1/2	- 01.33	18	1,432
N	(MAI) M/A Com. Inc.	6 1/2	6 7/8	- 3/8	- 05.45	13	155
N	(IV) Mark IV Indus.	17 5/8	18	- 3/8	- 02.08	8	190
O	(MCDY) Microdyne	3 7/8	4	- 1/8	- 03.12	-29	16
O	(MCOM) Midwest Commun.	5 3/4	7	- 1 1/4	- 17.85	19	17
N	(MOT) Motorola	57 7/8	57 3/8	1/2	00.87	15	7,5[illegible]
N	(OAK) Oak Industries	1 1/4	1 1/4		00.00	10	103
A	(PPI) Pico Products	1 1/8	1 1/4	- 1/8	- 10.00	-1	3
N	(SFA) Sci-Atlanta	21 1/8	20 1/4	7/8	04.32	14	487
N	(SNE) Sony Corp.	61 5/8	56 3/4	4 7/8	08.59	33	17,418
N	(TEK) Tektronix	19 1/4	19 1/2	- 1/4	- 01.28	29	564
O	(TVTK) Television Tech.	9/16	9/16		00.00	56	3
N	(VAR) Varian Assoc.	25 1/2	25 3/8	1/8	00.49	9	529
O	(WGNR) Wegener	3 3/4	4	- 1/4	- 06.25	9	27
N	(WX) Westinghouse	66 1/8	67 1/2	- 1 3/8	- 02.03	11	9,558
N	(ZE) Zenith	14 7/8	14 1/2	3/8	02.58	1487	387
	Standard & Poor's 400	393.88	395.60	-	1.72	-	[illegible]

Wash Information (206) 448-9722

■ **Oct. 22-24**—*North Carolina Association of Broadcasters* annual convention. Speakers include: Larry King, *Larry King Show*, and Kathleen Sullivan, *CBS This Morning*. Grove Park Inn, Asheville, N.C.

Oct. 23—"Washington and Hollywood: It's Time to Join Forces in the War on Drugs," luncheon address by William Bennett, director, Office of National Drug Control Policy, White House, to *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

Open Mike

In the eye of the beholder

EDITOR: I write to correct various erroneous assumptions in the "Monday Memo" on indecency by Dr. J. Brian DeBoice in your Aug. 28 issue.

Indecency in the broadcast medium, contrary to what Mr. DeBoice says, is not merely "milder stuff." The FCC definition of indecency he quotes includes sexually explicit copulations in color on TV, sodomy, masturbation, fellatio, cunnilingus and bestiality. If only obscenity were prescribed, the above would be leagalized. To determine if such programs were obscene it would be necessary to (1) View the program "as a whole" to determine if it appeals to the prurient interest and (2) Determine if it has serious literary artistic, political or scientific value "taken as a whole." In the meantime they are in your living room copulating in color. The American people will not sit still for this nor will the Supreme Court.

Mr. DeBoice laments that the opposition to what he terms dealing "with sexual topics in increasingly frank open terms" (which appears to mean permitting indecency on TV) will turn those interested in such matters to other delivery mechanisms and leave broadcasters "lagging behing both the times, and the competition with yesterdays cultural norms." In other words, as I interpret his remarks, if we don't permit indecency on radio and TV, the industry will not only lose a buck but will be living with standards no longer held by a majority of the population.

This, of course, is nonsense. There is no evidence that the American public wants to see sexually explicit copulation or sodomy on TV if "taken as a whole" it has serious literary or artistic value. The mere fact that there is a market for video nasties or cable porn in no way proves that this represents a community standard or that a majority of the population want this material. For example, about 4% of videos sold are of the x rated variety. This indicates that 96% of the purchasers will have nothing to do with them. Consider the fact that the Playboy channel ended up with 450,000 subscribers when it takes 770,000 to break even and is folding that effort in favor of pay-per-view (which will not show x rated videos). No, the country refuses to go down the cultural drain. The moral standards of this country are high. The patrons of an adult bookstore do not represent the community. The opposite is true. Decent people don't patronize such outlets.

It is indeed strange to argue that "In the broadcast indecency dispute broadcasters stand guard at the first breach in the wall of the First Amendment freedons" and are "acting in defense of their own liberty of speech", when Mr. DeBoice admits that the Supreme Court of the United States in *FCC vc. Pacifica* upheld the validity of 18 U.S.C. 1464 which prohibits indecent broadcasting specifically holding that it did not violate the First Amendment.

If broadcasters want to permit copulation in color on TV (which I doubt) the American people do not.—*Paul J. McGeady, general counsel, Morality In Media, New York.*

Making it CLeaR

EDITOR: Just wanted to let you know that we are one more station tremendously concerned about the average fare served on TV. Therefore, we have broadcast at no charge the 30-minute TV's *Sex and Violence: A Response* produced by Donald Wildman, Billy Melvin and CLeaR-TV.—*Wendell Baxter, general manager, WRVM(FM) Suring, Wis.*

EDITOR: I believe your Aug. 14 article entitled "UnCLeaR reception" does not fully represent the position of pro-family concerns around America.

I am writing to inform you KCRO radio is participating in making listeners aware of stations, networks and advertisers that broadcast programs and commercial matter detrimentasl to the preservation of traditional family values.

The family has always been the most basic building block in the foundation of American life and even though anti-family concerns will argue until they've no strength left to the contrary, those that drafted the original documents of government fot this country, including the Constitution and the Bill of Rights, intended that this country pattern its governmental procedures and laws after Judeo-Christian values.

The fact that these programs and commercials are aired at all is not tantamount to the success or failure of those behind the causes interested in preserving family values. My family watches more family and family-oriented videos than anything else—TV we can be sure is not polluted with the garbage that has weakened the fabric of American society to the breaking point and beyond.

Enough is enough. For those stations, networks and advertising concerns that choose to mock the pro-family community and continue to air disgusting program matter—so be it. Our listeners are also free to make a choice as to whether to patronize these concerns.—*Paul Rehm, general manager, KCRO(AM) Omaha.*

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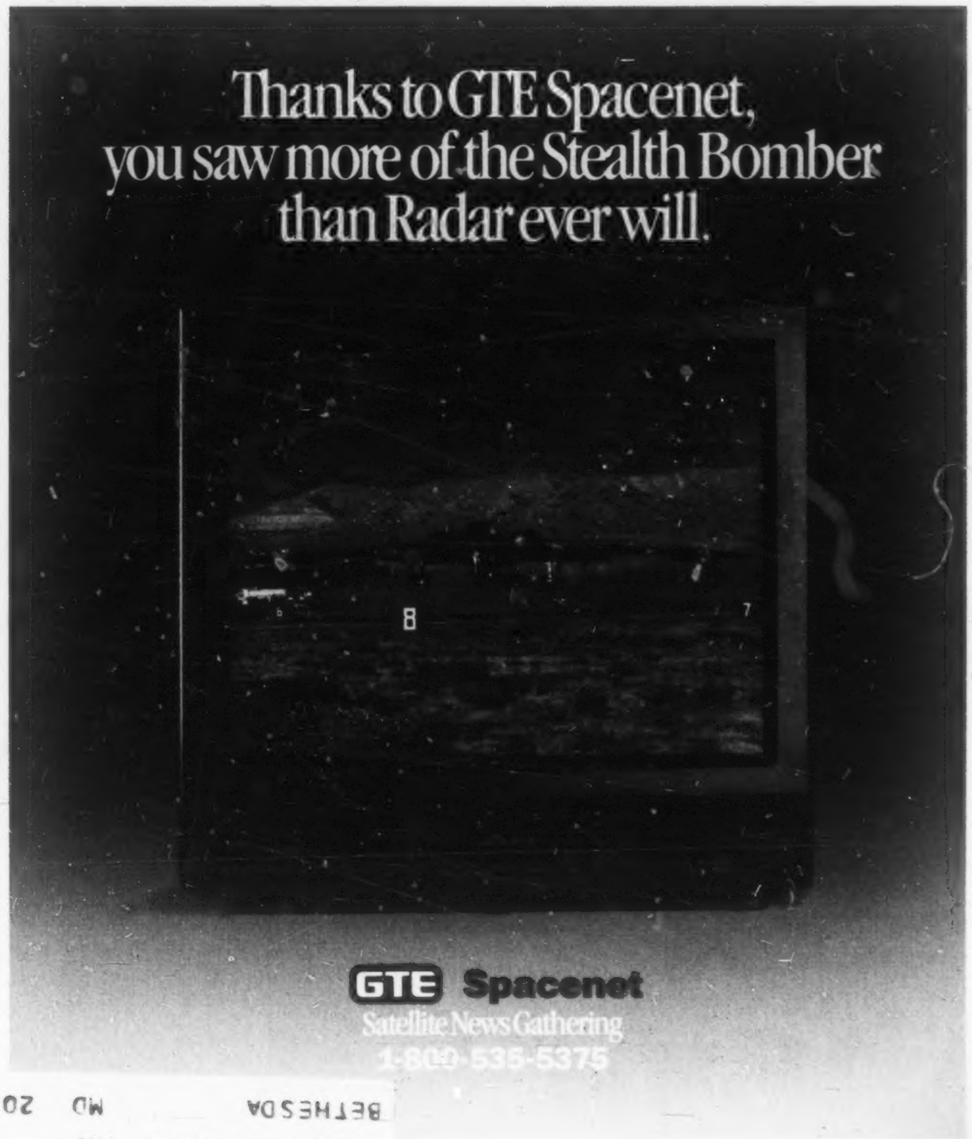
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 9



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AT LARGE WITH AL SIKES
New broom at the FCC

☐

SPECIAL REPORT
Programing/89

Vol. 117 No. 15

Broadcasting Oct 9

Sikes strategy... In this "At Large" interview, new FCC Chairman Alfred Sikes details long-term goals for Fifth Estate. Principal among them: bringing competition to cable, possibly via telephone companies. **PAGE 35.**

L-r: Broadcasting managing editor Don West; FCC spokeswoman Sally Lawrence; Harry Jessell, Broadcasting assistant managing editor, and Leonard Zeidenberg, chief correspondent, with Sikes

Closing in... NBC wins second week of new season, but margin of victory over second-place ABC is dwindling. **PAGE 38.**

State of the art: Programing/89... In this special programing report: New season brings higher network shares than anticipated. **PAGE 43.** Fox's new shows bring some surprises. **PAGE 46.** Resurgence of Bugs Bunny and friends helps push ABC to top in Saturday morning. **PAGE 48.** With its mix of soap operas and game shows, CBS remains top-ranked network in daytime. **PAGE 49.** Venue of advertiser-produced programing may even expand to prime time series. **PAGE 50.** Short-form programing continues to dominate over-the-air TV. **PAGE 54.**

39/ ***JESSE JACKSON TV***

Warner Bros. announces proposal for one-hour TV talk show with Rev. Jesse Jackson.

42/ ***NO BOUNDARIES***

European Community approves "TV Without Frontiers" media plan that will greatly simplify cross-border satellite broadcasting.

40/ ***LEADING FORMATS***

Just-released summer Arbitron ratings show AC format gaining ground in New York and Los Angeles.

62/ ***MIPCOM MARKET***

MIPCOM gets under way in Cannes, France, this week, with sizable increases in number of program buyers attending.

63/ ***AVOIDING COLLISION***

First ITU-sponsored conference encourages national and international regulatory agencies to jointly foster innovations in communications technologies.

67/ ***BEING FLEXIBLE***

National Public Radio board resolves to offer member stations more programing options.

66/ ***AM PROGRAMING***

Broadcasting's ongoing series on AM radio examines broadcasters' efforts to keep listeners tuned to AM band.

69/ ***FED EX AD BAN***

Federal Express boycotts ABC and affiliates in response to *20/20* story.

74/ ***'CABLE CARES'***

Daniels & Associates Chairman Bill Daniels tells Atlantic Cable Show of study tracking economic benefits of industry.

78/ ***USA MOVIE PACKAGE***

USA Network purchase of film package from Disney includes right to show movies before they become available to over-the-air TV stations in syndication.

L-r: David Kenin, Sr. VP of programing, USA Network; Kay Koplovitz, president and CEO, USA Network, and Robert Jacquemin, president, Buena Vista Television

81/ ***INCLUDING FAIRNESS***

House keeps fairness doctrine in budget reconciliation bill.

82/ ***TVRO BILL***

Senator Al Gore introduces home satellite legislation.

103/ ***SELLING RADIO***

According to Radio Advertising Bureau's Warren Potash, radio is "reach and frequency medium. You give it time, and there is no telling what you can do in this business."

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BY THE NUMBERS 1

ABC's *Roseanne* (at right) pulled into first place for Week 2, which ended Oct. 1, scoring a 27.0 rating and a 42 share. NBC's *Cosby Show* dropped back to second when it brought in a 25.1/43. Only three-tenths of a rating point separate the two first-place contenders, according to Nielsen's season-to-date figures. NBC won the entire week with a 14.6/24.9. ABC came in second with a 13.4/22.7, followed by CBS's 12.9/21.8. Last season NBC won Week 2 with a 17.5/29.8, beating ABC's 12.3/20.6 and CBS's 11.2/18.6.

CBS's top show over this season's two weeks is *Murder, She Wrote*, with an STD average of 21.4/34. The show ranked sixth again, this time pulling in a 22.1/35. Week 2 for last season was NBC's big summer Olympics week, when the network broadcast the games on all seven nights.

In the evening news race, CBS won with a 9.7/20 over ABC's 9.6/20 and NBC's 9.3/20. Last season, the comparable figures put ABC on top with a 10/20, followed by CBS's 9.8/20 and NBC's 9.8/21.

CBS's Monday programing failed to win the

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 2 □ Sept. 25–Oct. 1

Rank/rating			Network	Show
1	▲	27.0/42	A	*Roseanne*
2	▼	25.1/43	N	*Cosby Show*
3		24.3/39	N	*Cheers*
4	■	23.4/38	N	*Different World*
5	▼	22.4/40	N	*Golden Girls*
6		22.1/35	C	*Murder, She Wrote*
7	■	21.4/38	N	*Empty Nest*
8		20.4/32	A	*Living Dolls, special*
9	■	20.3/33	N	*Dear John*
10	▲	20.2/36	C	*60 Minutes*
11	▲	19.6/31	A	*Chicken Soup*
12	▼	19.0/31	A	*Who's the Boss?*
13		18.6/32	A	*Barbara Walters Special*
13	▲	18.6/32	A	*Growing Pains*
15	■	18.0/29	A	*Head of the Class*
16	▲	17.1/29	A	*NFL Monday Night Football*
17		16.8/32	N	*Super Bloopers and Jokes*
17	▼	16.8/28	N	*Unsolved Mysteries*
19	▼	16.5/27	N	*Matlock*
19	■	16.5/26	N	*Night Court*
21		16.3/27	C	*CBS Sunday Movie*
22	▲	16.1/27	A	*ABC Sunday Movie*
22	■	16.1/29	C	*Knots Landing*
22	▼	16.1/26	N	*NBC Monday Movie*
25	▼	15.9/24	C	*Murphy Brown*
26	▼	15.8/25	C	*Major Dad*
27	▲	15.6/25	A	*Doogie Howser, M.D.*
28	▲	15.5/25	C	*Jake and the Fatman*
29		15.3/27	N	*Hardball, 2d preview*
30	▼	15.0/29	A	*Full House*
31	▼	14.6/23	C	*Designing Women*
32	▲	14.5/23	N	*ALF*
32	▲	14.5/22	N	*Hogan Family*
34	▼	14.1/21	C	*Famous Teddy Z*
35	▼	13.9/26	N	*Amen*
35	▼	13.9/25	A	*China Beach*
37	▼	13.4/21	C	*People Next Door*
38	▲	13.3/25	A	*20/20*
39	■	13.2/21	A	*Anything but Love*
40	■	13.0/21	N	*NBC Sunday Movie*
41	▼	12.8/24	A	*Family Matters*
41	▼	12.8/23	A	*Perfect Strangers*
43		12.7/21	N	*Midnight Caller*
43	▼	12.7/20	N	*Nutt House*
45	▼	12.6/23	N	*NBC Friday Movie*
45	▲	12.6/23	C	*Wiseguy*
47	■	12.5/22	A	*Just the Ten of Us*
48	▼	12.4/22	C	*Newhart*
49	▼	12.3/22	C	*Dallas*
49	▲	12.3/19	F	*Married...With Children*
51	▲	11.8/19	C	*Rescue: 911*
52	▲	11.7/19	A	*MacGyver*
53	▼	11.2/22	N	*227*
54	▼	11.1/19	C	*Island Son*
55	▼	10.9/17	N	*My Two Dads*
56	▼	10.8/17	A	*Young Riders*
57	▼	10.7/20	N	*Baywatch*
57	■	10.7/20	C	*Falcon Crest*
57	▼	10.7/17	C	*Top of the Hill*
60	▼	10.5/17	C	*48 Hours*
61	▲	10.4/16	C	*Wolf*
62	▲	9.5/16	F	*America's Most Wanted*
62		9.5/17	N	*Quantum Leap*
62		9.5/15	F	*Totally Hidden Video*
65	▼	9.4/16	C	*Peaceable Kingdom*
66	▲	9.2/15	A	*Mission: Impossible*
67	▼	9.1/17	C	*Snoops*
68	▼	8.9/17	C	*Paradise*
69	▼	8.7/14	N	*Sister Kate*
70	▼	8.6/14	A	*Free Spirit*
70	▼	8.6/15	A	*Life Goes On*
72	■	8.3/16	A	*Living Dolls*
72	▼	8.3/15	A	*PrimeTime Live*
74	▼	8.1/15	C	*Tour of Duty*
75	▲	8.0/12	F	*Open House*
76	▼	7.9/15	C	*Sat. Night with Connie Chung*
77	■	7.8/14	N	*Magical World of Disney*
78		7.7/14	A	*ABC Mystery Movie*
78		7.7/15	A	*Mr. Belvedere*
80	▼	7.3/11	A	*Homeroom*
81	▼	6.4/10	F	*Alien Nation*
82	▼	5.7/10	F	*Booker*
82	▼	5.7/11	F	*Cops*
84	▼	5.6/9	F	*21 Jump Street*
85	▼	5.0/8	F	*Tracey Ullman Show*
86	▼	4.7/9	F	*Reporters*
87		3.6/6	F	*Garry Shandling's Show*
88	▼	3.4/6	F	*Beyond Tomorrow*

Source: Nielsen Media Research

Guide to symbols
▼ —Down from last week
▲ —Up from last week
■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 24

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, synd. (King World)	13.2	230	99
2	Jeopardy! (King World)	12.1	218	98
3	Oprah Winfrey Show (King World)	9.3	215	99
4	Cosby Show (Viacom)	9.0	204	98
5	Wheel of Fortune, wknd. (King World)	8.5	204	91
6	Star Trek (Paramount Domestic TV)	8.2	226	97
7	Current Affair (20th Century Fox TV)	8.1	185	95
8	Entertainment Tonight (Paramount)	8.0	162	95
9	Donahue (Multimedia Entertainment)	6.5	223	99
10	Geraldo! (Paramount)	5.9	195	99
11	Mama's Family, synd. (Warner Bros. Dom. TV)	5.4	170	90
12	Family Feud, synd. (LBS Communications)	4.9	125	86
12	Star Search (Tribune)	4.9	125	86
14	Superboy (Viacom)	4.7	166	91
15	People's Court (Warner Bros. Domestic TV)	4.5	170	91
	The following shows were rated, but not ranked			
	Wrestling Network (Turner Program Services)	7.6	250	96

*** Nielsen weekly pocketpiece**

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†

Total subscribers	50,857,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nieslen and Broadcasting's own research.

"By the Numbers" continued from page 12

night, pulling in a 14.4/22.7 and leaving ABC and NBC tied for first with 15.6 ratings each. (CBS's Week 1 win was a squeaker, garnered by one-tenth of a rating point over NBC.) For Week 2, all the CBS programs dropped in rank from premiere week. *Murphy Brown* fell to 25th place for Week 2, down from 17th during premiere week. *Major Dad* dropped six positions, from 20th to 26th and scored a 15.8/25. *Designing Women* fell four positions, landing at 31st with a 14.6/23. *Teddy Z* dropped the most in rank, falling from 21 in Week 1 with a 15.9/24 to 34 with a 14.1/24.

ABC won Tuesday with a 20.5/33.4, over NBC's 14.0/23 and CBS's 11.1/17.9. Wednesday also went to ABC (15.5/26.1). NBC pulled in a 13.6/22.8 for the same night, while CBS had a 12.5/21.4.

According to standard operating procedure, NBC won Thursday night, this time with a 20.6/34.6. CBS offered the most competition, posting a 12.4/20.7.

Friday went to ABC's 13.3/24.6, ahead of NBC's 12.0/22. NBC walked away with Saturday night, winning with a 17.9/31.9. CBS took Sunday with an 18.7/30.8.

MarketScope

The Standard & Poor's 400 posted a new 12-month high when it closed last Wednesday, Oct. 4, at 407.04, up 3.34 from the previous week's 393.88 close. For the Stock Index, the week's ratio of advances to delcines stood at 82-28, with 14 stocks unchanged. For the previous seven-day period (ended Sept. 27), advances trailed declines 49-63, with 19 unchanged. Among the six groups tracked on the Index, Broadcasting With Other Major Interests pulled ahead the most, posting 23 gainers, five losers and one unchanged. The Service group had nine advances, two declines and two unchanged.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

		Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	548	508	40	07.87	23	9,885
N	(CBS) CBS	211	204 7/8	6 1/8	02.98	19	4,985
A	(CCU) Clear Channel	11 3/8	11 1/4	1/8	01.11	42	44
A	(HTG) Heritage Media	3 7/8	3 7/8		00.00	-2	139
O	(JCOR) Jacor Commun.	6 1/2	6 3/4	- 1/4	- 03.70	-5	64
O	(LINB) LIN	106 3/4	105	1 3/4	01.62	61	5,621
O	(OBCCC) Olympic Broadcast	2 1/4	2 1/4		00.00		5
O	(OSBN) Osborn Commun.	13 1/2	13 1/2		00.00	8	93
O	(OCOMA) Outlet Commun.	27 1/8	27 1/4	- 1/8	- 00.45	40	177
A	(PR) Price Commun.	6 1/8	6 1/8		00.00	-5	56
O	(SAGB) Sage Broadcasting	3 1/4	3 3/4	- 1/2	- 13.33	-3	12
O	(SCRP) Scripps Howard	74	74 1/4	- 1/4	- 00.33	38	764
O	(SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3
O	(TLMD) Telemundo	5 7/8	5 5/8	1/4	04.44		134
O	(TVXGC) TVX Broadcast	3 7/8	3 3/4	1/8	03.33		28
O	(UTVI) United Television	36 1/2	36 1/8	3/8	01.03	52	398

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	36 1/2	36 3/4	- 1/4	- 00.68	48	[illegible]
N	(AFL) American Family	18 1/2	17 1/2	1	05.71	[illegible]	1,[illegible]
O	(ACCMA) Assoc. Commun.	38 3/4	35 5/8	3 1/8	08.77		[illegible]
O	(BMAC) BMA Corp.	34	33	1	03.03	14	[illegible]
N	(CCN) Chris-Craft	37 3/4	37 5/8	1/8	00.33	[illegible]	[illegible]
O	(DUCO) Durham Corp.	32 1/2	31 3/4	3/4	02.36	[illegible]	[illegible]
N	(GCI) Gannett Co.	45	44 5/8	5/8	01.40	[illegible]	7,[illegible]
O	(GACC) Great American	12 1/8	11 1/4	7/8	07.77	14	[illegible]
N	(JP) Jefferson-Pilot	41 1/2	39 3/8	2 1/8	05.39	14	1,[illegible]
N	(KRI) Knight-Ridder	54 3/8	52 7/8	1 1/2	02.83	[illegible]	2,7[illegible]
N	(LEE) Lee Enterprises	32 3/8	31 3/4	5/8	01.96	[illegible]	[illegible]
N	(LC) Liberty	38 5/8	37 1/8	1 1/2	04.04	21	[illegible]
N	(MHP) McGraw-Hill	75 3/4	73 1/8	2 5/8	03.58	[illegible]	3,6[illegible]
A	(MEGA) Media General	39 3/4	38 1/4	1 1/2	03.92	[illegible]	1,[illegible]
N	(MDP) Meredith Corp.	36 1/2	35 1/8	3/8	01.06	[illegible]	[illegible]
O	(MMEDC) Multimedia	[illegible] 1/2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

STOCK INDEX 2

		Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(NYTA) New York Times	31 3/4	31 7/8	- 1/8	-00.39	18	3,488
N	(NWS) News Corp. Ltd.	25 3/4	24 3/4	1	04.04	18	1,855
O	(PARC) Park Commun.	26	26 1/8	- 1/8	-00.47	26	478
O	(PLTZ) Pulitzer Publishing	29 1/2	29 1/2		00.00	14	309
N	(REL) Reliance Group Hold.	7	6 7/8	1/8	01.81	14	521
O	(RTRSY) Reuters Ltd.	45 7/8	46 1/2	- 5/8	-01.34	23	25,338
O	(STAUF) Stauffer Commun.	142 1/4	142	1/4	00.17	48	142
N	(TMC) Times Mirror	40 1/4	38 3/8	1 7/8	04.88	16	5,164
O	(TMCI) TM Communications	1/4	5/16	- 1/16	-20.00	-1	1
N	(TRB) Tribune	57	54 5/8	2 3/8	04.34	18	4,192
A	(TBS.A) Turner Bcstg. 'A'	54 1/2	52 3/8	2 1/8	04.05	-19	2,306
A	(TBS.B) Turner Bcstg. 'B'	53 1/2	51 1/2	2	03.88	-75	1,294
A	(WPOB) Washington Post	306	291 1/4	14 3/4	05.06	32	3,917

PROGRAMING

		Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(ALLT) All American TV	3 1/8	3 1/8		00.00		3
A	(CLR) Color Systems	2	1 3/4	1/4	14.28	-2	10
N	(KPE) Columbia Pictures Ent.	26 5/8	26 1/2	1/8	00.47	1331	2,910
O	(CAVN) CVN Cos.	20 3/8	19 3/4	5/8	03.16	36	364
O	(DCPI) dick clark prod.	7 5/8	6 1/4	1 3/8	22.00	-762	62
N	(DIS) Disney	126 1/2	120 3/8	6 1/8	05.08	27	17,002
O	(FNNI) Financial News	7 1/8	7 1/8		00.00		86
A	(FE) Fries Entertain.	2	1 3/4	1/4	14.28	-4	9
N	(GPEC) Guber-Peters Ent.	16 1/2	12 3/8	4 1/8	33.33	-7	173
A	(HHH) Heritage Entertain.	2 3/8	2 1/8	1/4	11.76	-7	12
A	(HSN) Home Shopping Net.	3 7/8	3 7/8		00.00	48	346
N	(KWP) King World	35	33 3/4	1 1/4	03.70	12	979
O	(KREN) Kings Road Entertain.	7/16	9/16	- 1/8	-22.22		2
N	(MCA) MCA	67 3/8	67	3/8	00.55	31	4,938
N	(MGM) MGM/UA Commun.	22 1/2	22 1/2		00.00	-11	1,126
A	(NNH) Nelson Holdings	1 3/16	15/16	1/4	26.66		42
O	(NNET) Nostalgia Network	1 3/4	1 3/4		00.00	-12	8
N	(OPC) Orion Pictures	24 3/8	23 3/8	1	04.27	29	425
N	(PCI) Paramount Commun.	58 1/4	57 3/8	7/8	01.52	17	6,786
N	(PCN) Pathe Communications	3	3 1/8	- 1/8	-04.00		58
N	(PLA) Playboy Ent.	17 1/4	17 3/8	- 1/8	-00.71	75	162
O	(QNTX) Qintex Entertainment	4 1/4	[illegible]	- 1/8	[illegible]		[illegible]
O	(QVCN) QVC Network	18 5/8	16 1/2	2 1/8	12.87	28	167
N	(RHI) Reeves Commun.	6	6 1/4	- 1/4	-04.00	600	75
O	(RPICA) Republic Pic. 'A'	11 3/8	12	- 5/8	-05.20	162	48
A	(SP) Spelling Entertainment	11	8 1/2	2 1/2	29.41	27	364
O	(JUKE) Video Jukebox	5 3/16	5 7/16	- 1/4	-04.59	-24	45
N	(WCI) Warner	65 7/8	64 3/4	1 1/8	01.73	22	10,[illegible]
O	(WONE) Westwood One	11 3/4	10 1/4	1 1/2	14.63	-16	170

SERVICE

		Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AGRP) Andrews Group	5 3/4	5 3/4		00.00	-4	32
O	(BSIM) Burnup & Sims	21 5/8	20 3/4	7/8	04.21	24	345
N	(CQ) Comsat	28 1/2	27 3/8	1 1/8	04.29	11	528
N	(CDA) Control Data Corp.	18 5/8	18 1/2	1/8	00.67	-1	778
N	(DNB) Dun & Bradstreet	56 1/8	55 3/4	3/8	00.67	19	10,085
N	(FCB) Foote Cone & B.	31 3/8	30	1 3/8	04.58	19	258
O	(GREY) Grey Advertising	164	163	1	00.61	12	194
O	(IDBX) IDB Communications	7 5/8	7	5/8	08.92	152	37
N	(IPG) Interpublic Group	36 1/4	35 3/4	1/2	01.39	18	1,2[illegible]

		Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(OMCM) Omnicom Group	24 7/8	24	7/8	03.64	15	614
N	(SAA) Saatchi & Saatchi	14 1/2	14 3/4	- 1/4	-01.69	11	2,2[illegible]
O	(TLMT) Telemation	2	2		00.00	-68	9
A	(UNV) Unitel Video	13 3/4	13 7/8	- 1/8	-00.90	21	29

CABLE

		Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	17	16 3/4	1/4	01.49	5	2[illegible]
O	(ATCMA) Amer. TV & Comm.	49	46 1/2	2 1/2	05.37	71	5,341
A	(CTEX) C-Tec Corp.	26 3/4	24	2 3/4	11.45	20	4[illegible]
A	(CVC) Cablevision Sys. 'A'	44 5/8	44 1/8	1/2	01.13	-5	9[illegible]
A	(CTY) Century Commun.	15	13 3/4	1 1/4	09.09	-45	977
O	(CMCSA) Comcast	28 5/8	25 3/4	2 7/8	11.16	-22	1,31[illegible]
A	(FAL) Falcon Cable Systems	20 1/8	20	1/8	00.62	-71	12[illegible]
O	(JOIN) Jones Intercable	19 7/8	18 3/8	1 1/2	08.16	-16	2[illegible]
T	(MHP.O) Maclean Hunter 'X'	12 7/8	12 7/8		00.00	-35	9[illegible]
T	(RCI.A) Rogers Commun. 'A'	135	128	7	05.46	-238	1,[illegible]
T	(RCI.B) Rogers Commun. 'B'	110	111	- 1	-00.90	-166	1,4[illegible]
O	(TCAT) TCA Cable TV	18 3/4	18 1/4	1/2	02.73	38	4[illegible]
O	(TCOMA) Tele-Commun.	20 5/8	37 3/8	- 16 3/4	-44.81	-37	7,276
N	(TL) Time Inc.	143	139	4	02.87	28	8,147
O	(UAECA) United Art. Ent. A	23 3/8	21 3/8	2	09.35	-34	3,0[illegible]
O	(UAECB) United Art. Ent. B	23 3/8	22 1/8	1 1/4	05.64	-34	1,544
N	(VIA) Viacom	60 3/4	56	4 3/4	08.48	-46	3,241
N	(WU) Western Union	1 1/8	1	1/8	12.50		4[illegible]
O	(WSMCA) WestMarc	30 7/8	31	- 1/8	-00.40	-27	4[illegible]

EQUIPMENT & MANUFACTURING

		Closing Wed Oct 4	Closing Wed Sep 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	75 1/8	75 1/4	- 1/8	-00.16	13	16,5[illegible]
N	(ARV) Arvin Industries	18 3/4	19 1/8	- 3/8	-01.96	26	3[illegible]
O	(CCBL) C-Cor Electronics	16 1/2	16 3/4	- 1/4	-01.49	16	67
N	(CHY) Chyron	3 5/8	4 1/8	- 1/2	-12.12	-65	41
A	(COH) Cohu	10 3/4	10 3/4		00.00	7	20
N	(EK) Eastman Kodak	48 3/4	46 3/4	2	04.27	11	15,81[illegible]
N	(GRL) Gen. Instrument	36 3/4	34 3/4	2	05.75	12	9[illegible]
N	(GE) General Electric	58 7/8	56	2 7/8	05.13	14	53,1[illegible]
N	(HRS) Harris Corp.	37 3/4	37	3/4	02.02	19	1,401
N	(MAI) M/A Com. Inc.	6 7/8	6 1/2	3/8	05.76	14	18[illegible]
N	(IV) Mark IV Indus.	18 5/8	17 5/8	1	05.67	9	2[illegible]
O	(MCDY) Microdyne	3 7/8	3 7/8		00.00	-39	1[illegible]
O	(MCOM) Midwest Commun.	6 5/8	5 3/4	7/8	15.21	82	1[illegible]
N	(MOT) Motorola	58 3/4	57 7/8	7/8	01.51	15	7,61[illegible]
N	(OAK) Oak Industries	1 1/4	1 1/4		00.00	10	10[illegible]
A	(PPI) Pico Products	1 1/8	1 1/8		00.00	-1	3
N	(SFA) Sci-Atlanta	23 1/2	21 1/8	2 3/8	11.24	16	5[illegible]
N	(SNE) Sony Corp.	59 3/4	61 5/8	- 1 7/8	-03.04	3[illegible]	15,9[illegible]
N	(TEK) Tektronix	18 1/8	18 1/4	- 1/8	-00.68	2[illegible]	5[illegible]
O	(TVTK) Television Tech.	5/8	9/16	1/16	11.11	62	4
N	(VAR) Varian Assoc.	25 7/8	25 1/2	3/8	01.47	19	5[illegible]
O	(WGNR) Wegener	3 1/4	3 3/4	- 1/2	-13.33	8	2[illegible]
N	(WX) Westinghouse	70	66 1/8	3 7/8	05.86	12	10,1[illegible]
N	(ZE) Zenith	16 1/2	14 7/8	1 5/8	10.92	1650	44[illegible]
	Standard & Poor's 400	407.24	393.88		13.36		03.39

Who's responsible?

Editor: I have just completed reading the Sept. 18 issue, including the editorial page, and while I agree completely that the government is the worst possible arbiter of program comtent, there is still something about this whole "indecency" flap that doesn't parse. Yet having been one of the most persistent advocates of doing away with the fairness doctrine, it has been difficult for me to reconcile "editorial" freedom with other forms of program constraint. Is not the pot going to get just as smudged as the kettle if they're both hung over the same fire?

The comments quoted from the discussion in New Orleans, your editorial and a conversation I had during the convention with the legal counsel for one of the nation's leading broadcast groups has finally coalesced into a form that suggests maybe there are a couple of things we are all overlooking.

First and foremost, we should remember that freedom never was "free." The price you pay is *responsibility*. If you want to be free to do or say or be anything you must be responsible for what you do or say or become. Otherwise freedom has no meaning.

Second, whether or not it is "legal"

Errata

□

Oct. 2 "Top of the Week" story on Cable Alliance for Education said that National Cable Television Association board "voted to provide every public junior and senior high school passed by cable within their franchises a standard drop and free basic service within the next three years." **Group that approved that action was board of Cable Alliance for Education.**

□

Westinghouse Broadcasting is not licensee of **KEZW(AM) Aurora and KOSI(FM) Denver, both Colorado,** as reported in Sept. 25 "Changing Hands." **Licensee of stations is D&D Broadcasting.**

□

Due to Nielsen data error on syndicated ratings for Claster Television's **Muppet Babies** (BROADCASTING, Oct. 2), half-hour children's strip, should have received 3.2 rating/11 share metered market average for 20 Nielsen markets (for week ending Sept. 25). In addition, *Muppet Babies* improved on its lead-in in 16 of 20 markets in its second week of syndication, and had combined half-month metered market average of 3.1/11.

□

Audience estimates for **Remote Control** reported in Oct. 2 "Syndication Scorecard," were incorrect, according to Nielsen Media Research, and are being reprocessed.

□

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may be the most irrelevant question of all. My friend, the lawyer, said with some conviction that it was impossible to arrive at a legal definition of "indecency." He is probably right. But that doesn't mean that you and I and Howard Stern don't know what decency is. I spent most of the 35 years I worked in radio as a programer, DJ, PD and GM. I knew the first day I went on the air what was decent and what was not. So does every other jock (shock or not) out there. So do their program directors and managers. That is quite a different thing from fuming over some legal definition that will permit you to do something you know is, if not indecent, certainly beyond the bounds of common decency to begin with.

Perhaps we should take a lesson from Aleksander Solzhenitsyn, who in trying to explain why he would not recommend our Western philosophy as a replacement for the communism he so detested, suggested that we have replaced our sense of right and wrong with a "mechanical, legalistic smoothness," which he says has resulted in "a weakening of human beings in the West."

Indeed!

We have become so weak that we will permit, on this most intrusive of media, a discussion of the licking of vaginas during the breakfast hour (or any other hour) and justify ourselves by saying we don't understand the "legal" definition of indecency? Do you think the mother driving her teenage daughter to school (permitting her as always to listen to her favorite station) gives a damn whether or not it's *legal*? Do you think the mother can define indecency at that point?

Your editorial is right. The government has no business whatsoever in determining program content. And you are right again. If the government takes a little bit of your freedom (which they have done for the last 45 years under the guise of the fairness doctrine) you risk losing it all. But then the government should have no reason to be in the discussion at all. If we demand our freedom then we must be willing to pay the price. We must be "responsible." If we are irresponsible, whether that irresponsibility takes the form of setting buildings on fire, shooting at Presidents or shoveling verbal excrement into the public ears, the government will surely find a way to respond to the public outrage.

Howard Stern and his ilk may "have the numbers" in their respective markets, but we would do well to remember that the public generally doesn't give a hoot about Arbitron and neither do their elected representatives. Those "shares," no matter how large, represent only a fraction of the population. And the government, however misguided, will respond to the latter.

We are truly weak fools if we think we can park our responsibility at the studio door and rely on the American Civil Liberties Union to write a legal definition of what is decent that will let us sniggeringly thumb our nose at those who find our nasty little intrusions objectionable.

They will surely write our epitaph.—*Joe Meier, broadcaster (retired).*

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OCT
16
1989

C1750-1

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59th Year 1989

Basketball

Broadcasting Oct 16

Vol. 117 No. 16

In the wings... With season only three weeks old, broadcast networks are already preparing midseason replacements. **PAGE 27.**

Deal undone... MGM/UA says it has terminated its $1.9 billion merger agreement with Qintex Australia Ltd. **PAGE 29.**

After the ball... According to BROADCASTING's annual basketball special report, National Basketball Association expects to bring in about $160 million for rights to its 1989-90 season. Breakdown of rights packages, college landscape, and city-by-city team rights begins on **PAGE 35.**

30/ **'TODAY' CHANGES**
After 13 years with NBC's *Today* show, co-host Jane Pauley is leaving program, although remaining with network. Deborah Norville appears to be her successor.

31/ **TEENAGE SOAPS**
At least three companies are working on new program form designed as transition vehicle from children's programing to shows for adults.

31/ **NEW FORMAT**
CBS's *The Pat Sajak Show* will be trimmed back to hour; new producer to be hired.

32/ **NO QUOTAS**
U.S. Trade Representative Carla Hills says European Community's call for TV broadcasters to reserve at least half of their programing time for European shows is "unjustifiable."

33/ **UNDER REVIEW**
TV networks challenge House rule allowing witnesses to ban coverage of their testimony.

33/ **CANADIAN PROGRAMING**
Canadian government proposes legislation to build up country's national program industry.

34/ **FIBER CLAIMS**
Leading supplier of telephone hardware introduces new line of digital fiber optic transmission and switching equipment it claims will expand available video services.

49/ **TVB'S NEW LEADER**
Jim Joyella takes over helm of Television Bureau of Advertising, promising to continue projects initiated under outgoing president Bill Moll.

52/ **PRICE PLATEAU**
Financial panel at cable investment conference says cable system prices have reached plateau.

54/ **'PREVIEW' PREVIEW**
New half-hour syndicated show for 1990, *Preview*, is introduced by Television Program Enterprises.

57/ **MUNICH MEETING**
European television community debates how to build European-wide TV production industry in wake of "TV Without Frontiers."

58/ **CANAL PLUS 15%**
Canal Plus subscriber growth in France may be plateauing, but company expects to register 15% growth in revenue and profit over next several years.

61/ **BROADCAST ENGINEERS MEET**
Society of Broadcast Engineers, meeting in Kansas City, offers general approval of new FCC chairman, airs complaints about telephone companies and HDTV concerns.

65/ **ONE FOR THE PRESS**
Supreme Court overturns fine imposed on Pennsylvania newspaper for publishing account of wiretapped conversation said to be protected by law.

67/ **SUMMER RATINGS**
Summer 1989 Arbitron radio ratings reveals some changes.

87/ **SPORTSMAN**
During two years at helm of Madison Square Garden Network, Robert Gutkowski has transformed regional cable sports service into one of leaders in field.

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BY THE NUMBERS 1

NBC won Week three with a 15.2 rating and a 26.1 share. ABC came in second with a 14.4/24.5. CBS followed with a 12.4/21.1. Last year's Week three was also NBC's, when the network won with a 15.0/24.9. CBS's *Island Son*, which stars Richard Chamberlain, shown at left, pulled in its best rating to date, a 15.2/27. *Son* moved up 34 positions from its Week two ranking of 54, to settle in at 20th. That translates to a 37% increase in its rating, up from its previous 11.1/19. ABC's *Mystery Movie* moved up 32 notches to 46th. The Saturday movie ran a *Columbo* repeat and garnered an 11.5/22. During Week two, a *B.L. Stryker* repeat gave ABC's movie wheel a 7.7/14. CBS's *Rescue 911* moved into 23d place for the week, up 28 positions, as did the same network's *Wolf*, which moved from 61st to 33d.

For the evening news race, ABC and CBS tied for first, each posting a 9.8/20. NBC's *Nightly News* experienced low coverage due to preemptions on the West Coast for coverage of the baseball playoffs. NBC finished the news week with an 8.0/18.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 3 □ Oct. 2–Oct. 8

Rank/rating			Network	Show
1		27.8/42	A	*Roseanne*
2		23.5/41	N	*Cosby Show*
3	■	22.5/35	A	*Wonder Years*
4	▲	21.5/33	N	*NBC Monday Movie*
5	▲	20.2/33	A	*Who's the Boss?*
6	▲	20.0/35	A	*Monday Night Football*
7	▲	19.1/30	A	*Chicken Soup*
8	▲	18.0/30	A	*Growing Pains*
9	▲	17.9/29	A	*Head of the Class*
10	▼	17.8/28	C	*Murder, She Wrote*
11	▼	17.2/30	C	*60 Minutes*
12		16.7/30	N	*NL Champs., Game 2*
12		16.7/28	N	*NL Champs., Game 4*
14	▲	16.5/26	A	*Doogie Howser, M.D.*
15	▲	15.9/30	A	*20/20*
16	▲	15.8/24	N	*Hogan Family*
17	▲	15.4/30	A	*Full House*
17		15.4/26	N	*NL Champs., Game 1*
19		15.3/29	N	*NL Champs., Game 3*
20	▲	15.2/27	C	*Island Son*
20	▲	15.2/27	C	*Knots Landing*
22	▲	15.1/24	C	*Major Dad*
23	▲	14.7/23	C	*Jake and the Fatman*
23	▲	14.7/24	C	*Rescue: 911*
25	▲	14.4/23	N	*ALF*
25		14.4/25	A	*thirtysomething*
27	▲	14.0/22	A	*Anything But Love*
27	▲	14.0/26	A	*Family Matters*
29	▼	13.9/20	C	*Murphy Brown*
29	▲	13.9/25	A	*Perfect Strangers*
31	▼	13.7/23	A	*ABC Sunday Movie*
32	▲	13.4/24	A	*Just the Ten of Us*
33	▲	13.1/20	C	*Wolf*
34	▲	13.0/23	A	*China Beach*
34	▼	13.0/20	C	*Designing Women*
36		12.8/22	N	*AL Champs., Game 1*
37	▼	12.7/19	C	*Famous Teddy Z*
38	▲	12.6/19	F	*Married...With Children*
39		12.4/23	N	*AL Champs., Game 3*
40	▲	12.2/20	A	*Young Riders*
41	▲	12.1/20	A	*MacGyver*
42	▼	12.0/20	C	*CBS Sunday Movie*
43	▲	11.9/21	C	*Dallas*
44	▼	11.6/18	C	*People Next Door*
44	▲	11.6/20	C	*Wiseguy*
46	▲	11.5/22	A	*ABC Mystery Movie*
47	▲	11.3/18	A	*Free Spirit*
48		11.0/19	N	*NL Champs., Pregame*
48	▲	11.0/18	C	*Top of the Hill*
50	▲	10.9/19	A	*Life Goes On*
50	▼	10.9/18	C	*Newhart*
52	▲	10.8/18	C	*48 Hours*
53	▲	10.5/17	C	*Peaceable Kingdom*
54	▲	10.1/17	A	*Mission: Impossible*
55	▲	10.0/19	C	*Falcon Crest*
55	▲	10.0/16	A	*Homeroom*
57		9.9/17	N	*NL Champs., Pregame*
57	▲	9.9/19	C	*Paradise*
57	▲	9.9/17	A	*PrimeTime Live*
57	▲	9.9/16	F	*Totally Hidden Video*
61	▲	9.4/17	A	*Living Dolls*
61	▲	9.4/18	C	*Snoops*
63		9.3/17	N	*AL Champs., Pregame*
63	▲	9.3/17	C	*Tour of Duty*
65		9.0/17	N	*NFL Live Extra*
66	▼	8.9/14	F	*America's Most Wanted*
67	▲	8.8/17	A	*Mr. Belvedere*
68		8.7/18	N	*NL Champs., Pregame*
68	▲	8.7/17	C	*Sat. Night With Connie Chung*
70	▲	8.1/13	F	*Open House*
71		7.7/16	N	*AL Champs., Pregame*
72	▲	6.8/13	F	*Cops*
73		6.3/10	F	*Fox Wednesday Movie*
73	▲	6.3/10	F	*21 Jump Street*
75	▲	6.1/9	F	*Alien Nation*
76	▲	5.8/11	F	*Reporters*
77	▲	5.6/10	F	*Booker*
77	▲	5.6/9	F	*Tracey Ullman Show*
79	▲	3.9/7	F	*Garry Shandling's Show*
80	▲	3.6/7	F	*Beyond Tomorrow*

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 1

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	13.6	230	98
2	Jeopardy! (King World)	12.3	217	98
3	Oprah Winfrey Show (King World)	8.9	215	99
4	Cosby Show (Viacom)	8.8	204	98
5	Current Affair (20th Century Fox TV)	8.3	184	85
5	Wheel of Fortune, wknd. (King World)	8.3	198	91
7	Star Trek: TNG (Paramount Domestic TV)	8.1	223	97
8	Entertainment Tonight (Paramount Domestic TV)	7.9	163	95
9	Nat'l Geo. On Assignment (Turner Prog. Svcs.)	6.5	145	92
10	Fox Premiere Movie, special (20th Cent. Fox TV)	5.9	136	89
11	Donahue (Multimedia)	5.8	221	98
12	Geraldo! (Paramount Domestic TV)	5.4	191	98
12	Mama's Family, synd. (Warner Bros. Dom. TV)	5.4	177	91
14	Family Feud, synd. (LBS Communications)	5.3	125	85
15	Superboy (Viacom)	4.9	164	91

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†

Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nieslen and Broadcasting's own research.

"By the Numbers" continued from page 12

For the book of days, NBC won Monday, Thursday and Saturday. ABC won Tuesday, Wednesday and Friday. The Wednesday race was a squeaker, with ABC besting NBC 15.4 to 15.3, and both networks scoring a 25.5 share.

The other close race was Sunday night, which NBC almost took away from CBS. Game four of the National League Championships averaged a 16.7 rating that night. Coupled with CBS's Sunday movie, "Mystic Pizza," pulling in a low 12.0/20, a thin 0.1 rating point separated the two networks for the night. CBS held onto Sunday with a 14.8/24.5 over NBC's 14.7/25.1.

Week three of the prime time season delivered an additional one million households for the big three networks, moving up to 38.7 million from Week two's 37.7 million. This season's Week three audience is closer to 1987's audience average of 39.6 million households than 1988's strike-affected average of 36.9 million. This season's households using television (HUT) for Week three, 58.5, is down from both 1988's comparable 59.7 and 1987's 59.9. The combined three-network share for Week three stood at 71.7, up from Week two's 69.4.

MarketScope

The Standard & Poor's 400 closed at 407.40 last Wednesday (Oct. 11), up 0.36, or 0.09% for the seven day period. For the Stock Index's 130 stocks, 54 managed to outperform the S&P on a percentage basis, while 76 underscored the index during the week. The ratio of advancing-to-declining stocks stood at 54 advances-57 declines, with 19 stocks remaining unchanged. Saatchi & Saatchi gained 2 points, or 13.79%, to close at 16½. Paramount Communications gained 7 on the week to close at 65½. Qintex Entertainment dropped 36%, or 2¼, to close at 4 on Wednesday but by last Thursday the stock had recouped 1½ and closed at 5⅝.

Stock Index Notes: [illegible]

STOCK INDEX 1

BROADCASTING

	Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	544	548	- 4	- 00.72	22	9,791
N (CBS) CBS	207 1/2	211	- 3 1/2	- 01.65	18	4,902
A (CCU) Clear Channel	11 3/4	11 3/8	3/8	03.29	43	45
A (HTG) Heritage Media	3 7/8	3 7/8		-00.00	-2	139
O (JCOR) Jacor Commun.	6 1/2	6 1/2		00.00	-5	64
O (LINB) LIN	112 7/8	109 3/4	3 1/8	02.84	63	5,781
O (OBCCC) Olympic Broadcast	2 1/4	2 1/4		00.00		5
O (OSBN) Osborn Commun.	13 1/2	13 1/2		00.00	8	33
O (OCOMA) Outlet Commun.	27 1/4	27 1/8	1/8	00.46	40	178
A (PR) Price Commun.	6	6 1/8	- 1/8	- 02.04	-5	54
O (SAGB) Sage Broadcasting	3 1/4	3 1/4		00.00	-3	12
O (SCRP) Scripps Howard	72	74	- 2	- 02.70	37	743
O (SUNNC) SunGroup Inc.	1 7/8	1 5/8	1/4	15.38	-2	4
O (TLMD) Telemundo	6 1/2	5 7/8	5/8	10.63	-2	148
O (TVXGC) TVX Broadcast	4 1/8	3 7/8	1/4	06.45		30
O (UTVI) United Television	36 3/4	36 1/2	1/4	00.68	52	401

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	37 1/2	36 1/2	1	02.73	50	743
N (AFL) American Family	20	18 1/2	1 1/2	08.10	18	1,622
O (ACCMA) Assoc. Commun.	39 3/4	38 3/4	1	02.58		568
O (BMAC) BMA Corp.	35 1/2	34	1 1/2	04.41	15	343
N (CCN) Chris-Craft	37 3/8	37 3/4	- 3/8	- 00.99	54	888
O (DUCO) Durham Corp.	31	32 1/2	- 1 1/2	- 04.61	17	261
N (GCI) Gannett Co.	43 1/2	45	- 1 1/2	- 03.33	18	7,007
O (GACC) Great American	12	12 1/8	- 1/8	- 01.03	-4	376
N (JP) Jefferson-Pilot	41 3/8	41 1/2	- 1/8	- 00.30	14	1,594
N (KRI) Knight-Ridder	53 5/8	54 3/8	- 3/4	- 01.37	12	2,736
N (LEE) Lee Enterprises	33	32 3/8	5/8	01.93	19	809
N (LC) Liberty	38 3/4	38 5/8	1/8	00.32	22	325
N (MHP) McGraw-Hill	73 5/8	75 3/4	- 2 1/8	- 02.80	19	3,573
A (MEGA) Media General	38 5/8	39 3/4	- 1 1/8	- 02.83	965	994
N (MDP) Meredith Corp.	35 1/8	35 1/2	- 3/8	- 01.05	20	655
O (MMEDC) Multimedia	103 1/2	99 1/2	4	04.02	38	1,165

STOCK INDEX 2

		Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(NYT A) New York Times	30 3/4	31 3/4	- 1	- 03.14	16	2,414
N	(NWS) News Corp. Ltd.	22 5/8	25 3/4	- 3 1/8	- 12.13	8	6,032
O	(PARC) Park Commun.	23	23		00.00	25	476
O	(PLTZ) Pulitzer Publishing	29 3/4	29 1/2	1/4	00.84	15	311
N	(REL) Reliance Group Hold.	6 1/2	7	- 1/2	- 07.14	13	484
O	(RTRSY) Reuters Ltd.	43 1/2	45 7/8	- 2 3/8	- 05.17	22	19,780
O	(STAUF) Stauffer Commun.	142	142 1/4	- 1/4	- 00.17	47	142
N	(TMC) Times Mirror	39 5/8	40 1/4	- 5/8	- 01.55	15	5,074
O	(TMCI) TM Communications	11/32	1/4	3/32	37.50	-1	2
N	(TRB) Tribune	55 1/8	57	- 1 7/8	- 03.28	18	4,025
A	(TBS A) Turner Bcstg. 'A'	56 1/4	54 1/2	1 3/4	03.21	-19	2,586
A	(TBS B) Turner Bcstg. 'B'	53 1/8	53 1/2	- 3/8	- 00.70	-18	1,286
A	(WPO B) Washington Post	305 3/4	306	- 1/4	- 00.08	22	3,914

PROGRAMING

		Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(ALLT) All American TV	3 1/8	3 1/8		00.00		3
A	(CLR) Color Systems	1 3/4	2	- 1/4	- 12.50	-1	9
N	(KPE) Columbia Pictures Ent.	26 5/8	26 5/8		00.00	1331	2,948
O	(CAVN) CVN Cos.	21	20 3/8	5/8	03.06	36	376
O	(DCPI) dick clark prod.	6 7/8	7 5/8	- 3/4	- 09.83	-687	56
N	(DIS) Disney	130 7/8	126 1/2	4 3/8	03.45	28	17,596
O	(FNNI) Financial News	7	7 1/8	- 1/8	- 01.75		86
A	(FE) Fries Entertain.	2 1/2	2	1/2	25.00	-4	12
O	(GPEC) Guber-Peters Enter.	17 1/4	16 [illegible]	3/4	04.54	-7	187
A	(HHH) Heritage Entertain.	2 1/8	2 3/8	- 1/4	- 10.52	-6	11
A	(HSN) Home Shopping Net.	4 1/4	3 7/8	3/8	09.67	53	380
N	(KWP) King World	35 5/8	35	5/8	01.78	12	894
O	(KRSC) Kings Road Entertain.	3/8	7/16	- 1/16	- 14.28		1
N	(MCA) MCA	69 1/2	67 3/8	2 1/8	03.15	25	5,075
N	(MGM) MGM/UA Commun.	20	22 1/2	- 2 1/2	- 11.11	10	1,009
A	(NHI) Nelson Holdings	1 1/4	1 3/16	1/16	05.26		42
O	(NNET) Nostalgia Network	1 13/16	1 3/4	1/16	03.57	42	10
N	(OPC) Orion Pictures	26	24 3/8	1 5/8	06.66	31	453
N	(PCI) Paramount Commun.	65 1/4	58 1/4	7	12.01	29	7,581
N	(PCC) Pathe Communications	2 7/8	3	- 1/8	- 04.16		92
N	(PLA) Playboy Ent.	17	17 1/4	- 1/4	- 01.44	73	159
O	(QNTX) Qintex Entertainment	4	6 1/4	- 2 1/4	- 36.00		85
O	(QVCN) QVC Network	19 5/8	18 5/8	1	05.36	-32	187
O	(RVCC) Reeves Commun.	5 5/8	6	- 3/8	- 06.25	562	71
A	(RPICA) Republic Pic. 'A'	11	11 3/8	- 3/8	- 03.29	157	46
A	(SP) Spelling Entertainment	11 1/8	11	1/8	01.13	33	366
O	(JUKE) Video Jukebox	5 15/16	5 3/16	3/4	14.45	-28	55
N	(WCI) Warner	66 3/4	65 7/8	7/8	01.32	22	11,109
O	(WONE) Westwood One	10 3/4	11 3/4	- 1	- 08.51	-15	156

SERVICE

		Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AGRP) Andrews Group	5 5/8	5 3/4	- 1/8	- 02.17	-4	51
O	(BSIM) Burnup & Sims	20 3/8	21 5/8	- 1 1/4	- 05.78	22	325
N	(CQ) Comsat	37 7/8	39 1/2	- 1 5/8	- 04.11	10	631
N	(CDA) Control Data Corp.	18 7/8	18 5/8	1/4	01.34	-1	788
N	(DNB) Dun & Bradstreet	56 1/8	56 1/8		00.00	18	10,506
N	(FCB) Foote Cone & B.	30 3/4	31 3/8	- 5/8	- 01.99	19	263
O	(GREY) Grey Advertising	154	154		00.00	12	184
O	(IDBX) IDB Communications	7 1/4	7 5/8	- 3/8	- 04.91	145	35
N	(IPG) Interpublic Group	36 1/2	36 1/4	1/4	00.68	18	1,280
O	(OMCM) Omnicom Group	25 1/2	24 7/8	5/8	02.51	16	626
N	(SAA) Saatchi & Saatchi	16 1/2	14 1/2	2	13.79	12	2,585
O	(TLMT) Telemation	2	2		00.00	-33	9
A	(UNV) Unitel Video	13 3/4	13 3/4		00.00	21	29

CABLE

		Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	16 5/8	17	- 3/8	- 02.20	5	27
O	(ATCMA) Amer. TV & Comm.	49 3/4	49	3/4	01.53	72	5,420
O	(CTEX) C-Tec Corp.	27 1/2	26 3/4	3/4	02.80	29	406
A	(CVC) Cablevision Sys. 'A'	47	44 5/8	2 3/8	05.32	-5	1,054
A	(CTY) Century Commun.	19	18	1	05.55	-69	1,043
O	(CMCSA) Comcast	29 1/8	28 5/8	1/2	01.74	-22	1,902
A	(FAL) Falcon Cable Systems	20 1/8	20 1/8		00.00	-71	128
O	(JOIN) Jones Intercable	20 7/8	19 7/8	1	05.03	-16	258
T	(MHP.X) Maclean Hunter 'X'	12 5/8	12 7/8	- 1/4	- 01.94	35	920
T	(RCI.A) Rogers Commun. 'A'	140	135	5	03.70	-237	1,080
T	(RCI.B) Rogers Commun. 'B'	112 3/8	110	2 3/8	02.15	-190	1,516
O	(TCAT) TCA Cable TV	19 1/2	18 3/4	3/4	04.00	41	471
O	(TCOMA) Tele-Commun.	21 3/8	20 5/8	3/4	03.63	712	7,542
N	(TL) Time Inc.	143 3/4	143	3/4	00.52	29	8,190
O	(UAECA) United Art. Ent. A	22 1/2	23 3/8	- 7/8	- 03.74	-33	2,972
O	(UAECB) United Art. Ent. B	23 1/8	23 3/8	- 1/4	- 01.06	-34	1,527
N	(VIA) Viacom	64 1/4	60 3/4	3 1/2	05.76	47	3,428
N	(WU) Western Union	1 1/8	1 1/8		00.00		40
O	(WSMCA) WestMarc	30 7/8	30 7/8		00.00	-27	476
N	(MMM) 3M	74 5/8	75 1/8	- 1/2	- 00.66	13	16,477

EQUIPMENT & MANUFACTURING

		Closing Wed Oct 11	Closing Wed Oct 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(ARV) Arvin Industries	17 1/4	18 3/4	- 1 1/2	- 08.00	26	321
O	(CCBL) C-Cor Electronics	16	16 1/2	- 1/2	- 03.03	15	85
N	(CHY) Chyron	3 5/8	3 5/8		00.00	-25	41
A	(COH) Cohu	10	10 3/4	- 3/4	- 06.97	6	19
N	(EK) Eastman Kodak	47 5/8	48 3/4	- 1 1/8	- 02.30	11	15,450
N	(GRL) Gen. Instrument	37 3/4	36 3/4	1	02.72	13	1,030
N	(GE) General Electric	58 1/8	58 7/8	- 3/4	- 01.27	14	52,445
N	(HRS) Harris Corp.	39 1/8	37 3/4	1 3/8	03.64	20	1,514
N	(MAI) M/A Com. Inc.	6 3/8	6 7/8	- 1/2	- 07.27	13	152
N	(IV) Mark IV Indus.	18 1/4	18 5/8	- 3/8	- 02.01	9	107
O	(MCDY) Microdyne	4	3 7/8	1/8	03.22	-30	16
O	(MCOM) Midwest Commun.	6 3/8	6 5/8	- 1/4	- 03.77	21	19
N	(MOT) Motorola	58 3/8	57 3/4	5/8	01.08	15	7,700
N	(OAK) Oak Industries	1 1/4	1 1/4		00.00	10	100
A	(PPI) Pico Products	1 1/8	1 1/8		00.00	-1	3
N	(SFA) Sci-Atlanta	23 1/4	23 1/2	- 1/4	- 01.06	16	535
N	(SNE) Sony Corp.	64 3/8	59 3/4	4 5/8	07.74	56	16,102
N	(TEK) Tektronix	18 3/8	19 1/8	- 3/4	- 03.92	27	620
O	(TVTK) Television Tech.	5/8	5/8		00.00	62	4
N	(VAR) Varian Assoc.	25 1/2	25 7/8	- 3/8	- 01.44	9	500
O	(WGNR) Wegener	3 3/8	3 1/4	1/8	03.84	8	24
N	(WX) Westinghouse	68 1/4	70	- 1 3/4	- 02.50	11	9,800
N	(ZE) Zenith	15 1/8	16 1/2	- 1 3/8	- 08.33	1512	404
	(S&P) Standard & Poor's	407.40	407.04		00.36		00.00

Open Mike

AM game plan

EDITOR: I find the decline of AM radio interesting. I also find it surprising that the stations are not putting up more of a fight. It may be that AM is an obsolete technology, but it still works quite well (we get good quality audio through it) and there are millions of receivers out there.

Earlier today I stopped into a store called Audio Video City. With a name like that, I'd expect to find everything I could possibly want in audio and video. They don't have any AM stereo receivers. I never have found an audio dealer that had them.

Radio broadcasters are in the promotion business. Generally, they are promoting other people's products, but should also be promoting their own product. I've always been impressed with the Radio Advertising Bureau ads, which show the power of radio. This compares quite favorably to the outdoor advertising ad I frequently see that says "space available." It doesn't quite convince me that I should use outdoor advertising. So, AM stations need to promote themselves, and promote AM in general. It's been pointed out many times that to the typical consumer in a typical listening environment (where there's some background noise, like in the car or at the office), NRSC AM stereo cannot be distinguished from FM stereo. Yet I hear consumers say, "I don't listen to AM." AM stations have got to make listening to AM (or their station) the "in" thing to do, just as FM was in the 1960's.

AM stations should also work with local audio equipment retailers to educate them about AM. It *does* sound good. Get the local retailers to set up an AM receiver demonstration (and stock good stereo AM receivers), then promote the demo on your station. Work with the audio retailers to let the consumers know how good AM is. Make up some printed literature that explains the recent improvements in AM. Being technically oriented, I'd suggest the literature include a nontechnical description of what the improvements accomplish plus a technical explanation (including details of frequency response, distortion, adjacent channel interference, stereo transmission method and stereo performance) for the audiophiles. Without the technical data to back up your nontechnical statements, the audiophiles won't believe you. You'll introduce consumers to the "new and improved" AM and get people into the retailer's store (which they shouldn't object to).

Stations can also promote AM at community events. Every Thursday night in our town is "Farmer's Market" downtown. Thousands of people are there every week. Some stations (FM's) are there promoting themselves by giving away buttons with their call letters or other clever promotions. AM stations could promote their programing and their quality. Perhaps a demonstration could be set up using some good soundproof stereo headphones and switching between a tape (or perhaps a CD) and your AM station. If the listener can tell which is which, she/he wins a Target Tuning AM stereo radio. You can also give away the above described literature (telling what's so great about AM).

There are thousands of AM stereo radios already in use. Unfortunately, the consumers don't know they have them (in their cars). Stations can work with the car dealers, just as they'd work with the audio dealers.

Finally, AM has some real history behind it (being the original broadcast service). Additional promotion of AM could feature this history. I was very impressed with the video shown at one of the National Association of Broadcasters luncheons this spring. It showed the history of broadcasting (with a song about a magical box) and how we've all experienced recent history through broadcasting. Stations can promote broadcasting's most historic part (AM) by reminding us of the part it has played.

With enough promotion, you can sell a fair product. AM stations have got an excellent product.—*Harold Hallikainen, Hallikainen & Friends, San Luis Obispo, Calif.*

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SPECIAL REPORT

BASKETBALL

The NBA in 1989-90: Closing in on $160 million in rights

From a combination of fees paid by national broadcast and cable television networks and local television and radio, the National Basketball Association expects to bring in approximately $160 million for the rights to its 1989-90 season. That constitutes a $22 million—or just under a 14%—increase over 1988-89.

In the fourth year of its current four-year deal, CBS will pay $47.5 million to the NBA for rights to carry 15 regular season games (the last of those is scheduled to air April 22, 1990), the All-Star game (Feb. 11), and more than 20 post-season games, depending on how long each best-of-five or best-of-seven playoff series runs.

Turner Broadcasting, which this year will move its NBA schedule from superstation WTBS(TV) Atlanta (49.4 million subscribers) to TNT (29.1 million subs), will pay $27 million to show 50 regular season and at least 26 post-season games in 1989-90.

Like Major League Baseball, and unlike the National Football League, whose entire regular and post-seasons appear only on national TV, the NBA gains about half of its rights revenue team by team, locally.

As the league takes in $74.5 million from CBS and TBS and "a modest amount" from ABC Radio's coverage of the All-Star and championship series games, the individual NBA teams—there were 25 last year, 27 this year, with the addition of teams in Orlando, Fla., and Minneapolis—will also gain local television and radio revenue.

This year, the league estimates that the 27 teams will bring in $85 million from local rights—$65 million from over-the-air and regional cable TV and $20 million from radio.

NBA, NCAA rights going up for grabs

"This is a historic year for sports rights," said Jack O'Hara, director of programing, ABC Sports. "Take the period between December 1988 and December 1989, and you see that every major sport will be renegotiated, including Olympics, Major League Baseball, the NBA, the NFL and the NCAA basketball tournament," as well as track and field, figure skating and other world class amateur and professional sports. "It is impossible to give you a list of priorities," said O'Hara, "but I will say that retaining properties that are currently successful on your network is extremely important."

By the time CBS launches its 17th consecutive National Basketball Association television season on Saturday, Nov. 25, the Tiffany Network—perhaps the Diamond Network since late last year, when it committed $1 billion to gain rights to Major League Baseball from 1990 to 1993—could find itself assured of launching a 20th, or perhaps 21st, consecutive NBA season four or five years from now. That is if CBS, like its cable counterpart Turner Broadcasting, is willing and able to match a rights figure that the league is expected to issue at the end of October.

The guessing game is on, said one network source, as to how CBS has set its priorities at a time when its rights to the National Football League and NCAA basketball tournament, as well as to the NBA, are up for renewal. To some, said the source, it seems "obvious that CBS is after all the inventory" available in major sports.

"I think we are committed to being the sports network," said Hal Trencher, vice president, sports marketing, CBS. "We'll do whatever is possible but also prudent" in attempting to extend the NBA contract, he said. As for the upcoming season, CBS believes "ratings will continue to be positive," he said, adding, "There are no indications" of any drop in the November NBA ad market. Trencher cautioned, however, that too much attention can be paid to ratings. "We don't sell on that. We are not selling just numbers. We sell on the fact that it is a premium product."

League officials declined to comment on the perception that, given its investment in Major League Baseball, the NFL, winter Olympics, the NBA and college basketball, CBS is so committed to being the sports broadcast network that it must have the NBA at any price.

However, the league is all but certain to sell games to only one broadcast network and only one cable network, said John Kosner, NBA broadcast coordinator. And indications are that any hike in NBA fees will surely outstrip inflation, because, said one sports rights negotiation veteran, "the value of exclusivity to a network can lift you up into the stratosphere of dollars that people [at sports franchises] are looking for."

And competition may prove another factor destined to drive NBA—not to mention NCAA basketball tournament and NFL—rights higher, as, noted Kosner, "for the first time it appears that there is real interest at all three [broadcast] networks."

"It is safe to assume," said NBC Sports spokesman Ed Markey, "that we are very interested in both the NBA and the NCAA" college basketball tournament, entering the final year of a contract at CBS. "But we're also interested in a lot of other things as well," he said, committing no further comments to the record.

The 1988-89 season may have demonstrated just how mercurial the ratings successes of the NBA can become. Two variables—how long best-of-five or best-of-seven post season playoffs run and, perhaps equally crucial, the presence of big-name players—can make or break ratings. One of the game's best known stars, Boston Celtic Larry Bird, was knocked out of most of the 1988-89 season by an injury. Bird, like L.A. Laker Magic Johnson, draws viewers, as well as spectators, home and away, noted the NBA's Kosner, and Boston without Bird on CBS and TBS probably drew fewer viewers than Boston with Bird would have.

In the post-season, Johnson was injured early in a Lakers-Detroit Pistons championship series. Detroit won the series in only four games, three short of the season championship a year before. Although the first two Lakers-Pistons games broke ratings records, the series average rating dropped from the previous year's 15.4 to a 15.1. Sixth and seventh games have historically seen ratings skyrocket, said Kosner, yet the June 1989 series was the highest rated four-game series (and the third highest series overall) in NBA history—leaving the league and networks to wonder what might have been had the series been two or three games longer.

Overall, regular season average ratings through 15 games on CBS stayed essentially flat at 5.8 (although the share rose from 16 to 18 over the past two seasons). On WTBS, the average dropped from a 2.9 rating/5 share the year before to a 2.4/4 last season. Pre-championship playoff averages on CBS also appeared to suffer, dropping from 7.2 (over 19 games in 1987-88) to 7.1 (over 16 games in 1988-89). On TBS, the playoff average dropped from 4.4 (over 31 games in 1987-88) to 4.2 (over 26 games in 1988-89).

It is interesting that Johnson and Bird both fell last season, as it was perhaps the 1979 NCAA championship between Bird's Indiana State and Johnson's Michigan State that began a trend that has benefited both college and professional basketball, said Kosner. Conceding that there is a love-hate relationship between the NBA and college basketball, Kosner said that the growth in the number of college games on TV has made it tougher for NBA games to stand out as special. Yet, he admitted, amateur and professional basketball are successfully star-crossed. The success in viewership of the NCAA tournament, agreed ESPN senior vice president, programing, Loren Matthews, has increasingly created higher name recognition among NBA rookie stars, such as (now veteran NBA star) Michael Jordan of the Chicago Bulls.

"Big stars. I don't know if you could call [their presence or absence] point-nine or point-seven of a [ratings] point," said Kosner, "but it has a definite effect."

At bottom, however, the league can make the case that, even in the face of adversity, the NBA is drawing more viewers than ever and is, therefore, worth more than ever before.

One league source said the NBA wants to increase the national broadcast schedule, likely at the expense of the national cable inventory. During the last two seasons, CBS has carried 15 regular season games, the All-Star Game and about 20 post-season games. Turner has carried 50 regular and about 20 post-season games. A change in that equation could alter the relative worth of the broadcast and cable packages.

Turner Broadcasting System has moved its NBA games from its superstation, WTBS, to Turner Network Television this fall, the second year of TBS's third two-year contract with the league.

TNT, which is seen in 33 million homes, far fewer than the superstation's 50-million reach, will carry 50 regular season games as well as a minimum of 26 playoff contests. Included will be 42 games on Tuesday and Friday, with six doubleheaders scheduled.

The season kicks off with the third annual McDonald's Open from Rome on Oct. 20, a four-team tournament—three from Europe and the Denver Nuggets. The first U.S. game will be the Hall of Fame game on Oct. 31, with the Milwaukee Bucks and New York Knicks. The first regular season game will be Nov. 3, with the Detroit Pistons hosting the Knicks.

Ratings for the NBA were down last year on WTBS, scoring a 2.9 rating (combined regular season and playoffs), versus a 3.5 the year before. Turner attributed the drop, ironically, to ESPN losing its National Hockey League package to SCA. ESPN, which carried more college basketball last winter, saw its ratings improve at the expense of the NBA.

Don McGuire, vice president, TBS Sports, said TNT is projecting ratings this year to fall between a 2 and a 3. Except for Cablevision Systems, with several key systems in Boston and New York, most major metropolitan areas, where basketball interest is stronger, are carrying TNT, said McGuire. Because of that, Turner believes the number of homes TNT reaches will be less than the percentage drop from the superstation's 50 million homes to TNT's 33 million. Still, to advertisers, Turner is selling on the basis of the same percentage drop on viewer homes, although internally it believes the drop will not be that severe. All the major incumbent NBA advertisers are back, said McGuire. Additionally, Turner sells its NBA games as a package with 25 Hawk games on the superstation, providing the advertiser the benefit of its 50 million-plus home reach.

Kosner conceded that NBA officials are concerned about the move from the 50 million-subscriber service WTBS to 30 million-subscriber TNT. "Any time you have pockets of fans who saw games last season who won't see them—at least at the start of—this season, you have to be concerned," he said. Yet the league believes that professional basketball could, over the course of a new contract, help Turner's year-old TNT network surpass WTBS in subscribers, he said, adding that, in any case, "There is a value to reaching all the U.S. homes" via national broadcast.

Turner's top potential competitor, ESPN, indicated only muted interest—mainly because of scheduling limitations—in pursuing a long-term exclusive deal with the NBA. Turner, which is entering its sixth consecutive year as the NBA's exclusive national cable network, "has showed no inclination of giving it up," observed ESPN's Matthews. During the 1982-83 and 1983-84 seasons, ESPN shared an NBA schedule with USA Network.

Although ESPN "loves the NBA," he said, its "baseball commitment makes NBA scheduling more difficult than ever. We want to continue with a sound business practice and not bite off more than we can chew. Would we like to get the NBA? Yes. Is it realistic? Time will tell," he said.

Among cable suitors, also add SportsChannel America, also cultivating an identification with college basketball and now entering its second of three seasons as sole national telecaster of the National Hockey League.

For now, CBS and the Turner Broadcasting System are enjoying exclusive negotiating windows this October and could both close deals before any other network fires a shot.

As for the potential for higher fees for the NCAA basketball tournament, the 66% rights fee increase that ESPN agreed to pay to retain its College Football Association schedule for another four years (BROADCASTING, Oct. 9) could be an indication of how high the next NCAA contract may go.

Another indicator might be the newest deal between the Southeast Conference and ESPN, which doubled its rights payment for SEC football.

Although prime time ratings for college basketball average only about half those of college football, CBS has seen its tournament average rise steadily over the past three seasons—9.2 in 1986-87, 9.4 in 1987-88 and 10 in 1988-89—and the ratings for the championship final itself have risen from 19.6 to 21.3 during that period. Although ESPN's NCAA tournament ratings have fluctuated over the past five seasons, its total of households reached has climbed steadily, as have its regular season ratings and households reached (up 137% since the 1983-84 season) during that same period. Surely those numbers will be on the table this winter. **–PDL**

College ball: Take a number

CBS, with rights to the 1990 NCAA tournament and final; ESPN, with a 225-game schedule, including early NCAA tournament games and several conference championships, and Raycom Sports and Entertainment, with syndication rights to 170 games from six major conferences, remain the big three college basketball television powers.

Other networks and syndicators, including ABC, NBC, SportsChannel America, Black Entertainment Network and Creative Sports Marketing, will, as they did last year, also present regular and post-season schedules between November 1989 and April 1990. But when the multiple levels of regional and local syndicators, regional cable channels and individual TV and radio stations are added to the queue, the suitors going after college basketball properties become legion. In most markets, nearly 500 games will be telecast by the aggregate national networks and local rights holders.

College rights: Revenue streams, plural

CBS has been paying about $50 million for rights to carry just fewer than 20 NCAA tournament games and the national championship that is the culmination of that tournament. Ratings for the tournament have risen steadily over the past three seasons (9.2, 9.4, 10.0), championship game ratings (19.6, 18.8, 21.3), have been strong, and many sources referred to a rise in the strength of the tournament as accepted fact.

But the NCAA, CBS and the tournament itself are centralized, identifiable entities, and the NCAA-CBS contract is exclusive, overlapping with nothing and no one else. To add up or characterize the myriad other national and local rights fees earned by a variety of college conferences and individual schools remains considerably more problematic.

Although most Division 1 schools have centralized negotiating power at the conference level, any given conference may have rights agreements with a national broadcast network, national cable network, regional syndicator and/or a regional cable service. At the same time, any of its schools may sell remaining games to a local TV station, regional cable channel and/or a local radio station. In some cases, a third party owns broadcast rights to an individual school's sports, such as The American Network Group, which last week announced it had acquired exclusive radio rights to University of Alabama and University of Georgia football and basketball, as well as extending its radio rights with the University of South Carolina. One school in a conference may have its own local deal while another does not.

Disparity in the sizes of markets, audiences and ad revenue within various conference regions leads to disparity in fees. And other factors further complicate the equation. Some conferences produce their own games and barter ad time, or retain all of it outright, thereby making the rights fee an incomplete indicator of the schedule's value.

The Big East, which took its television production in-house several seasons ago, gains approximately $4 million per season from CBS for a package of regular season and conference tournament games. And a heightened push for exclusivity in an increasingly fragmented marketplace constitutes another fly in the ointment there. In a contract extension completed in early September, the Big East gained a "significant increase" in its rights payments from ESPN in exchange for increased exclusivity. Conceding that local broadcasters and regional cable services will lose some Big East games to ESPN, the conference believes it will gain in national exposure and broader player (and other student) recruiting, while leaving local TV with the more purely local interest games it should have.

Other conferences appear to give preference to local broadcasters, which in larger regions are plentiful and add up to large payments. In the ACC, Raycom and Jefferson-Pilot Telecommunications are paying $7 million per season for regional syndication rights to a 38-game package. But in an unusual deal already complicated by revenue sharing between conference and syndicator, NBC will distribute the conference championship game elsewhere in the nation while Raycom and JPT distribute it regionally.

Competition among old and new television outlets is also complicating the picture. Take, for example, the recent battle for Southwest Conference rights among current rights holder Raycom and its new partner Prime Network (on one side) and SportsChannel America (on the other). Bidding there, where distribution has been limited to Texas and Arkansas, has gone as high as $3.45 million per year (over four years) for rights to basketball and football together (BROADCASTING, Aug. 14). A SportsChannel win in that rights contest could mean no over-the-air distribution of the conference package in the schools' home markets and, since SportsChannel has no affiliate service in that region, could also mean severely limited cable distribution in the area as well.

Over-the-air ball

Last season, all three broadcast networks, each offering about 20 regular season games, saw regular season average ratings decline slightly after experiencing larger drops the previous two seasons. Although several network officials referred to the perception among viewers that there is a "glut" of college basketball on TV, none projected that a further decline in ratings or ad revenue would force them to shorten schedules in the foreseeable future.

In any case, noted NBA broadcast coordinator John Kosner, each telecaster of college and professional basketball will be faced with the challenge of making each telecast "special, to stand apart from the clutter of all these college games."

Although CBS, ABC and NBC each will carry games from across the nation, each will again pin its college basketball identity in the regular season mainly on a particular major conference. Each of their schedules—to be presented almost entirely on Saturdays and Sundays—will, like last season, comprise approximately 20 broadcasts (some of them regionalized). That status quo is not likely to shrink, since audience demand remains high, said one network source, and not likely to grow because of scheduling limits.

CBS's 1988-89 regular season rating-share averaged 4.1/11, following 4.2 in 1987-88 and 4.5 in 1986-87. But that was enough to beat a 3.4/9 for NBC, which had dropped from 5.5 the season before. ABC dropped from second place in 1987-88 to third last season with a 3.3 average and an 8 share. Making another substantial leap upward was CBS's coverage of the NCAA tournament, which reached 10.0 (after 9.2 and 9.4 the previous two seasons, respectively), according to the network. The championship game itself has progressed from 19.6 to 18.8 to 21.3 over the past three seasons.

CBS's 16-week, 100-hour-plus schedule, which begins Dec. 16 with DePaul at North Carolina, will include 24 regular season broadcasts, four of which will be regionalized coverage of two games each. At least 27 teams will appear in those games, and teams from the Atlantic Coast (ACC), Big East, Metro and Southeastern (SEC) conferences will appear five or more times in the regular season. Tournament semifinals and finals in the Big East, the conference upon which CBS has hung its hat, will appear on CBS March 10 and 11, for the fifth consecutive year. And March 10, for the first time since 1985, CBS will cover the championship game from the Metro Conference tournament.

Like the other two network schedules, the NBC lineup testifies to the value of first pick. Dominated by ACC inter- and intraconference matchups, NBC's 20-game season climaxes in March with the ACC tournament championship game. In addition to including 14 regular season appearances by ACC teams, the schedule will include powerhouse matchups, such as Louisville (Metro conference) vs. DePaul (independent) and Duke (ACC) vs. Notre Dame (independent), as well as appearances by teams from the Pac-10, Big Eight, Atlantic 10 and Big West conferences.

For the fourth consecutive year, ABC will increase its basketball coverage as it prepares to cover 27 games (over 20 last year and fewer than a dozen the two previous seasons). "We are still the new kid on the block, but [we are] in the college basketball business for the long haul," said Jack O'Hara, director of programing, ABC Sports, which began airing basketball in 1987. "We have regionalized more this year to get more conferences and more teams involved and to get more of the local appeal," said O'Hara, who also noted that "of course that increases your costs." ABC will take advantage of its exclusive deal with the Big Ten, opening its Saturday schedule with the Bit Ten's Michigan against Arizona on Nov. 25, directly opposite CBS's opening NBA game. The 27-game schedule will include 23 appearances by Big Ten teams. In the first quarter of 1990, ABC will move its college schedule to Sundays to make room for the *Pro Bowlers Tour* and *Wide World of Sports*, a "winning combination for 20 years" on Saturday afternoons, said O'Hara.

College on national cable: Big weeknights on ESPN

A more competitive market is clearly leading toward a stronger emphasis on exclusivity, an element of rights contracts with increasing dollar value. Conference sources said last month that exclusivity played a major role in ESPN's having doubled its rights payment to the SEC and having "significantly increased" its Big East rights fee (BROADCASTING-CABLE, Sept. 11). By virtue of those contract extensions, regional cable services and local broadcasters will be limited to telecasting the "team of local interest" in their markets, making for slimmer local schedules and leaving ESPN with a national schedule unmatched in depth.

Preparing to carry about 225 games this year, 11 more than last season, this season ESPN hopes to strengthen both its prime time schedule and college basketball identity by moving Southeastern Conference (SEC) games out of Saturday afternoon to create "Big Tuesday"—a working title, said Loren Matthews, ESPN senior vice president, programing, but a title that explains the strategy behind creating a new doubleheader night to be anchored by the Big Eight and SEC.

Big Tuesday is modeled on the established Big Monday, which will continue to carry doubleheaders, sometimes tripleheaders, featuring the Big East, Big Ten and Big West, the last of whose games begin at 11 p.m. ET, but afford ESPN more West Coast prime time inventory. SEC teams had previously appeared on Saturdays and Thursdays, the latter of which will remain a potpourri conference-wise. The Big East gets even more national exposure on Big Wednesday, along with the ACC. And although ESPN "will not abandon Saturdays," he said, it will not offer a special conference-grounded identity there.

Coast-to-coast hoops

CBS-TV

NBA: 15 regular season games, 40th All-Star game and more than 20 playoff games, including championship final. ***College:*** 24 regular season games featuring five or more appearances by teams from Big East, ACC, Metro and Southeastern conferences; Metro championship game and Big East championship semifinals and final, and 19 NCAA tournament games including national championship game (also women's national championship).

ESPN

College: 225 games including new Tuesday night doubleheader (Big Eight and SEC conferences) to complement "Big Monday," Wednesday and Thursday night schedule; early season tournaments, including new ACC-Big East Challenge (four doubleheaders on four consecutive nights); post-season "Championship Week" (23 conference finals) and 19 games from first half of NCAA tournament.

TNT

NBA: 50 regular season games and at least 26 games from early rounds of playoffs. First year for NBA on TNT, which takes over for co-owned superstation WTBS(TV) Atlanta, which retains rights to Atlanta Hawks.

NBC-TV

College: 20 games (including ACC championship) from six conferences, featuring more than 12 ACC games, as well as independents.

ABC-TV

College: 27 games from 12 conferences featuring Big Ten regular season and SEC championship next spring.

SportsChannel America

College: 80 games, including 19 Notre Dame games (including all home games not on broadcast networks); five University of Nevada-Las Vegas games and 11 Atlantic 10 games, including conference semifinal.

BET

College: 20-25 games, depending on how long several best-of tournaments from black college conferences run; women's invitational tournament opens schedule in December.

USA Network

College: Diet Pepsi Tournament of Champions, Dec. 1-2, featuring Pittsburgh vs. Oklahoma State and Ohio State vs. North Carolina State.

Instead of "cherrypicking our schedule to find good games," said Matthews, "people now know that on Monday night they will get two quality games." And, concurring with the NBA's John Kosner that making each broadcast "special" is the first antidote to a "glut," he added: "Monday has become special, and we want to extend that success to other nights of the week." Noting that Saturday has been the lowest rated segment of ESPN's basketball schedule, Matthews conceded that the strategy could also minimize ESPN's losses amid the strong weekend college and professional basketball schedules on other networks and local TV.

Despite the "more and better competition," he said, ESPN saw its average prime time rating and household totals increase for a fifth season in a row, from a 1.4 rating and 423,000 households in 1983-84, to a 2.0 rating and just more than one million homes in 1988-89. Its coverage of the first half of the NCAA tournament has also risen from 2.8% and 850,000 homes in 1983-84 to 3.1% and 1.55 million homes last season.

Of ESPN's having "limited ourselves to four nights a week," Matthews observed that the schedule works to "assure our niche on weeknights" within the larger television market, but also allows ESPN to schedule programing for its various nonbasketball niche audiences. "We are a total sports network, and we try to bring the national collegiate basketball picture to the nation," he said of a schedule that will again include several early season tournaments (including the Dodge NIT, Great Alaska Shootout and Maui Classic), "Championship Week," March 3-11, featuring 23 conference title games, and 19 games picked from the first 32 of 64 NCAA tournament games.

By virtue of a four-year agreement signed last April, that schedule will now also include the newly created "The ACC-Big East Challenge Week," a regular season series matching up eight teams from each conference in four doubleheaders, Monday through Thursday, the first week of each December.

The USA Network has cut back considerably on its college basketball schedule, from 32 games two years ago, to 20 last year, to one tournament this year. USA will carry the Diet Pepsi Tournament of Champions from Charlotte, N.C., Dec. 1 and Dec. 2. The tournament will feature Pittsburgh vs. Oklahoma State, and Ohio State vs. North Carolina State.

SportsChannel America will carry 19 Notre Dame games this year, including all home games not on network television. Included in the schedule is the UCLA at Notre Dame game Dec. 17. SCA will also carry five games of UNLV against Big West opponents and 11 Atlantic 10 games, including 10 Saturday game-of-the-week contests, beginning Jan. 17, plus the Atlantic 10 semifinals. A hodgepodge of other games and tournaments will give SCA 80 games this season.

WGN-TV Chicago, which lost Notre Dame to SCA this year, has picked up a package of Illinois games, to complement its package of DePaul contests. Both schools will appear 14 times in a schedule beginning in December.

Black Entertainment Network will carry between 20 and 25 games, depending on the number of games from several tournaments it will feature. The schedule of black conference games begins Dec. 2 with a women's invitational tournament.

Syndication: Local interest, national reach

Once again, 10-year-old Raycom Sports and Entertainment, based in Charlotte, N.C., retains regional syndication rights to six major college basketball conferences: the Atlantic Coast (ACC), Big Eight, Big Ten, Metro, Pacific 10 (Pac-10) and Southwest (SWC). All told, Raycom will produce and distribute 170 games from those conferences, and although in each case over-the-air distribution is limited to the conference region, Raycom continues to successfully sell advertising across its schedules, reaching 75% of the nation, 5% more than it was able to claim last year.

Indeed, Raycom has been able to present to those advertisers impressive numbers from the 1988-89 season. All six conferences saw increases over the previous season in households delivered: ACC up 31.5% in prime time; Metro up 18.4% in prime time; Big Eight up 39.5%; SWC up 12.2%; Pac-10 up 8.3%, and Big Ten up 23.5% on Saturday afternoons. "Naturally, any time you increase household delivery and national reach, it puts you in a better position with national advertisers," said Ken Haines, executive vice president, Raycom.

Last November, Raycom and the Pac-10 signed a new three-year agreement through the 1991-92 season, and last March, Raycom and the Big Ten signed a new six-year pact running through 1994-95. New deals have also been made with the ACC and Big Eight. College basketball, said Haines, "is more conducive to regionalization" than college football, since with football there are fewer games and more limited windows that force local broadcasters to compete with national schedules, and the cost of production is considerably higher; therefore, national networks appear to be strengthening their hold on football rights.

Raycom will distribute 27 Pac-10 conference games and seven tournament contests to 14 markets in four western states this season. The 22-game Big Ten schedule will go to 38 markets in seven states where Raycom also packages for individual schools that include Michigan and Michigan State, Indiana, Purdue and Northwestern (via cable in Wisconsin).

Stations in 18 markets in five Atlantic Coast states will carry Raycom-Jefferson-Pilot-Telecommunications' 38-game ACC package, which will also be carried nationally on NBC. Raycom's 29-game Big Eight package (including seven Phillips 66-sponsored tournament games) will reach 18 markets in five Midwestern states. Its 26-game Metro Conference package (including two tournament games) has been cleared in 20 markets in eight Tennessee Valley and other southern states. And stations in 19 markets in Texas and Arkansas will carry Raycom's 18-game SWC schedule, which includes three tournament games.

Regional reach

Thanks to a two-month-old agreement between Raycom and Prime Network, many teams in the conferences to which Raycom holds rights—ACC, Big Eight, Big Ten, Metro, Pac-10 and Southwest—will experience extended national exposure. Prime Network is a program-sharing consortium of regional cable sports channels including Home Sports Entertainment (Houston and Dallas), Prime Sports Network (Denver), Prime Ticket (Los Angeles) and Prime Sports Network Midwest (Indianapolis), as well as affiliates in Washington-Baltimore, Detroit and New York.

Within several weeks after Raycom and Prime announced a joint bid for rights to Southwest Conference football, basketball and other sports (BROADCASTING, Aug. 14), the two announced the larger cooperative venture. Through it, as Raycom delivers dozens of conference games to broadcast stations in dozens of markets in each conference region, Prime affiliates outside that region will have access to those games, except where the contract prohibits it or where a shared rights agreement with ESPN or one of the broadcast networks already exists. With the ACC, for example, ESPN carries Raycom games in all regions except the Atlantic Coast.

Most of the Prime affiliates hold rights to one or more local college schedules. Denver-based Prime Sports Network, for example, will carry 12 Colorado State games and also the "Mile High Classic," featuring Colorado State, Colorado, Massachusetts and North Carolina. And Detroit-based Pro Am Sports System will carry 11 Mid-America Conference games between Dec. 2 and March 3.

The extended reach via cable—Prime claims 11 million subscribers total—will undoubtedly improve Raycom's ability to sell spots across its schedule to advertisers that want to reach 70%, and more, of the nation. Prime and Raycom have also made clear their intention to consider joint bids for other properties in the future.

Among partners in the Prime Network program sharing affiliation, Dallas-based Home Sports Entertainment will carry 100 college games, including games from the Southwest Conference and from the Big Eight, Western Athletic, Pac-10 and Metro conferences. HSE contracts with individual schools include Florida State, Louisiana State, Southern Methodist and Houston. And Seattle-based Prime Sports Northwest will carry 15 games encompassing the University of Washington, Washington State and Oregon State. That schedule will also be supplemented by another 15 Pac-10 games from Raycom (via Prime Network). Prime General Manager Clayton said that Raycom telecasts include a revenue-sharing deal on advertising sold for telecasts.

In Philadelphia, Prism has scheduled about 20 college games from a group of division one local schools it calls the "Philadelphia Big Five." The teams, including Temple, Villanova, St. Joseph's, La Salle and Pennsylvania, are from four conferences, and many of the games carried are inter-conference.

As SportsChannel America offers a national college basketball schedule that includes 19 Notre Dame games, each of its affiliates has gained or retained rights to cover schools in its region. For example, in late September, SportsChannel New York won a new two-year contract with the runner-up for last year's national championship, Seton Hall. SportsChannel New York will carry 73 games in all (65 live), including nine Seton Hall games, 20 Notre Dame games and, entering the last season of a two-year contract with the Metro Atlantic Athletic Conference, 13 MAAC games. It will also borrow from SportsChannel Florida's schedule by telecasting three University of Miami games.

SportsChannel Los Angeles will carry six Loyola Marymount games and two Pepperdine games and expects to announce more games early this week. SportsChannel Florida will telecast four University of Florida, 15 University of Miami, 15 University of South Florida and 12 Jacksonville University games, as well as six Sunbelt Conference contests and nine games from the Sunshine Conference.

Some regionals' schedules will be cut this year by ESPN successes in obtaining exclusivity in new multiyear deals with major conferences, including the Big East, Big Ten and SEC (see above). The ramifications for regional channels in Big East markets include the loss of Big East games played by schools not located nearby. For example, the Madison Square Garden Network will lose approximately half a dozen games, as will Home Team Sports. Viewers in those markets wishing to watch games played by teams other than the "team of local interest" will have to tune in to ESPN. **–PDL, MS**

Radio roundball roundup

ABC Radio's contract to carry the NBA All-Star Game and the 1990 NBA Championship Finals is the only radio network carrying the NBA. It will be the fourth year ABC has carried the All-Star Game and the sixth time it has carried the finals.

For the eighth consecutive year, CBS Radio will broadcast the NCAA regional semifinals and finals, the "Final Four" and the championship game. The network's NCAA coverage, which begins March 22, 1990, is produced in conjunction with Host Communications, Lexington, Ky. The national championship will be broadcast live April 2 from the McNichols Sports Arena in Denver. CBS coverage will also include three women's games: two national semifinals March 30 and the national championship April 1. All women's games will be broadcast live from the campus of the University of Tennessee, Knoxville, Tenn.

In addition to the games, CBS will present two call-in talk shows: *Selection Sunday*, an NCAA playoff preview scheduled to air March 11, and *Eve of the Final Four*, set for March 30.

Mutual Broadcasting will provide 20 major college basketball games over 10 weeks, with doubleheaders making up the last eight weeks. The network's broadcasts are scheduled to begin Dec. 23. Mutual has two talent teams lined up for announcing duties this year: Tony Roberts doing play-by-play and former NBA player Bob Lanier providing color, and Larry Michaels, director of sports, Westwood One, calling the plays with former Washington Bullet Kevin Grevey providing color.

In addition, beginning Dec. 12 and continuing for 17 weeks, Mutual will present the *Billy Packer Show*. The hour-long weekly call-in talk show will feature basketball analyst Billy Packer, along with guests from the teams. **–LC**

ST. JOHN
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ESPN
TAL SPORTS NETWORK

The National Basketball Association: city by city

Bucks

WCGV-TV Milwaukee is in the second year of a three-year contract covering the Milwaukee Bucks, with the station retaining the rights. As the head of a four-station network, WCGV-TV will carry 30 away games and a still-undetermined number of playoff games. The announcers are Jim Paschke on play-by-play and Jon McGlocklin on color commentary. The station had sold 65% of its ad inventory and anticipates being at 87% with the close of deals this week. This is "way ahead of last year" said Mitch Nye, vice president and general sales manager. Major sponsors include Hardees, Miller beer and Toyota.

WTMJ(AM) Milwaukee has been covering the Bucks for 21 years. The station is currently in the second-year of a three-year contract, and the rights are jointly held by the station and the team. As the flagship of a 30-station network, WTMJ will cover 87 games this season—five pre-season and 82 regular and any playoff games. Jim Irwin will be on play-by-play on WCGV-TV; Jon McGlocklin will supply color commentary. The ad inventory is 80% sold, with major sponsors including Budweiser, Hardees and Midwest Express.

MILWAUKEE BUCKS

There is no cable coverage of the Bucks, although, according to Jon Steinmiller, vice president for business operations for the Bucks, "the team is having very preliminary talks with Prime Network and SportsChannel."

Bullets

Home Team Sports, the Washington-based regional cable sports network, will cablecast 30 Washington Bullets games, 29 home and one away. Announcers are Mel Proctor and former Bullets Phil Chenier and Kevin Grevey, who also co-hosts a half-hour pre-game show, *The Bullets Report*. Sponsors include Kodak, Subaru, All-Star Automotive, Giant Foods and Trak Auto. The network expects to be sold out by the start of the season.

WDCA(TV) is in the last year of a two-year contract with the Bullets and expects to renew next year. According to Dick Williams, vice president and general manager, most of the Bullets ad time is sold on a spot basis, and pre-sales have been vigorous. Major sponsors include Anheuser-Busch, Giant Foods and Roy Rogers. The station expects to air at least 28 away games, with Proctor as announcer and Chenier handling color.

Bullets

WWDC(AM) Washington is the flagship for the Bullets' six-station radio network, which may add one or two more stations as the season progresses. The station's contract runs through the end of the season. There will be 78 games, 41 home and 37 away, including two exhibition games. Charlie Slowes is the announcer.

Bulls

Under a long-term rights contract, SportsChannel Chicago, a regional cable network serving 1.5 million homes, will televise one pre-season game and 51 regular season Bulls games (27 home, 25 away).

At the same time, superstation WGN-TV Chicago, in the first year of a five-year contract, will broadcast 25 regular season games beginning Nov. 3 (nine home, 16 away). Announcing duties for WGN-TV will be handled by John Dunham and John Kerr.

WLUP(AM) is in the second year of a three-year contract to carry the Bulls. The station will broadcast 100 games, including all pre-season and post-season (during the regular season, 41 games at home, 41 away).

CHICAGO BULLS

The announcing duties will be handled by two talent teams, Dunham and Kerr, and John Rooney, CBS sports announcer, and Junior Bridgeman, formerly of the Milwaukee Bucks. Ad inventory for the games is practically sold out, according to a station spokesman, with only a few "fringe spots" left.

Cavaliers

This is the second year the Cleveland Cavaliers have retained their radio rights. A 40-station group of affiliates will carry the radio feed emanating from flagship station WRMR(AM) there. Joe Tait will again handle play-by-play for all eight pre-season and 82 regular season games.

The Cavaliers are also entering the third season in which the team retains TV rights. Twenty road games will be shown on WOIO(TV) Shaker Heights, Ohio. Tait will handle play-by-play with former NBA forward Jim Chones as color commentator. On nights when Tait is announcing for television, Jim Johnson will fill his seat in front of the radio mike.

The team reports that sales are up this year, with over 85% of both radio and TV commercial time for the season sold.

Midway through last season, SportsChannel Ohio bought the rights to cablecast 10 games. SportsChannel is now in its first full year of a multi-year contract with the Cavaliers and will offer 35 regular season games (16 home, 19 away). Play-by-play will be handled by Denny Schreiner with color commentary by Jim Chones.

CAVS

Celtics

Most teams that want to be in the broadcasting business retain the broadcast rights, produce the games, sell the time and find stations to act as more or less passive outlets. The Boston Celtics has taken its interest in broadcasting a step further. In two separate deals, the franchise last month agreed, subject to FCC approval, to purchase an independent television station and an AM radio outlet in Boston so it can have complete control over its local broadcasts (BROADCASTING, Oct. 2).

WFXT(TV), which the team is buying from Fox Television Stations, will reportedly take over in 1990-91 the televising of the road games. Gannett's WLVI-TV is in the last year of a five-year contract to carry the away games.

Celtics radio fans will not have to change their dials. WEEI(AM), the radio station the Celtics are buying, is already the purveyor of all Celtics games. It begins the third year of a seven-year contract.

The Celtics have yet to make a bid for SportsChannel New England, the regional sports network that is in the third year of a 10-year contract to televise the Celtics home games.

Assuming the WFXT deal goes through, WLVI-TV will begin its last year as the television home of the Celtics, with Mike Cristino handling play-by-play—he replaces Gil Santos—and former Celtic Bob Cousy doing the color.

BOSTON CELTICS

For SportsChannel, Cristino will be paired with Mike Gorman and Tom Heinsohn.

WEEI is the flagship for a 55-station network. Who will handle the play-by-play is up in the air as longtime announcer Johnny Most underwent triple-bypass heart surgery last month, and it is uncertain when or if he will return. Until more is known, Glenn Ordway, Most's color commentator, will do the play-by-play and Doug Brown will handle the color.

Clippers

Cable coverage of the Los Angeles Clippers moves to SportsChannel, which expanded into the Los Angeles area after the team's pay cable outlet for last season, the Z Channel, went out of business. SportsChannel will show 28 home games. Sales have been "pretty strong, considering that we are just starting out," said Pat McCabe, SportsChannel's advertising manager. Currently the service is seen on 100,000 homes. Budweiser is the key national advertiser, and several local advertisers have also signed on, McCabe said. So far no announcers for the cable games have been hired.

On broadcast television, the Clippers return to KTLA(TV) Los Angeles. It will broadcast 25 games, four home and 21 away.

The team retains its radio rights. Mitch Huberman, Clippers vice president, broadcast marketing, said that all of last year's major radio broadcast clients have bought into the 1989-90 season. Among them are Subaru, Goodyear, Arco and American Airlines. Ralph Lawler, who last year announced Clipper games with former NBA coach Hubie Brown, will announce them alone this year. The entire Clipper schedule will be heard over KRTH(AM) Los Angeles.

Hawks

WGST(AM) Atlanta has signed a new three-year deal with the Atlanta Hawks to broadcast all of the team's games, including pre-season and playoffs. About 70% of ad time has been sold so far this year, down 10% from this time last year, according to the station. Major advertisers include Anheuser-Busch, McDonald's, Goodyear Auto Service and Chevron. Steve Holman will call the games.

TV coverage is provided by superstation WTBS(TV) Atlanta, which will broadcast 25 away games for the first time since 1987. WGNX(TV) held the rights last year in a one-year deal. The Hawks are owned by Turner Broadcasting System, which currently has 50,582,000 subscribers, according to A.C. Nielsen. Ron Thulen will do the play-by-play for WTBS. A color commentator has not been named yet. Should the Hawks make the playoffs, WTBS will broadcast five games.

WTBS last year sold both the Hawks and the NBA. However, this year WTBS is broadcasting the Hawks exclusively, and TNT will broadcast about 50 regular season and 25 playoff games for the NBA. The station says that since it is now covering the Hawks exclusively, sales have gone up and ad time is almost sold out. Major advertisers include Delta Airlines, Nissan, General Motors and Pizza Hut.

Heat

WBFS-TV Miami purchased the television rights to the Miami Heat and is feeding an eight-station network in Florida, Alabama and Georgia. The stations will carry 25 away games, including four pre-season. WBFS-TV has "about 95% of renewals from last year and we are a few days away from signing several new deals," said Jerry Carr, the station's general manager. The sales are slightly ahead of last year. Major sponsors include Miller beer, Nissan and Texaco.

WQAM(AM) Miami is the flagship for five Florida stations and will carry seven pre-season games (the first pre-season game will not be broadcast) and all regular season and playoff games, as well as the All Star game. The team retains the rights, and ad inventory is 95% sold. The Heat will also be broadcast in Spanish on WAQI(AM) Miami, which will carry 82 regular season games. Announcers have not been named. The ad sales are a cooperative effort between the station and the team.

The Heat is also covered on cable by SportsChannel Florida, which retains the rights. SportsChannel will carry 41 games including one pre-season, 10 away and 30 regular season. SportsChannel has sold about 70% of its ad inventory, which is ahead of this time last year, and its major sponsor is Budweiser.

Hornets

Radio coverage for the Charlotte Hornets will again be provided by WBT(AM) Charlotte. The station is in the second year of a three-year deal and is the head of a 36-station network. Play by play will be handled by Steve Martin, and Gil McGregor will provide color commentary. WBT airs every Hornets game, including pre- and post-season. Martin says that about 90% of the ad time has been sold for the new season and is slightly ahead of last year's pace. Major advertisers include Anheuser-Busch and First Union Bank.

Television coverage is provided by WCCB(TV) Charlotte. The station, in the second year of a five-year contract, will show 31 road games and will be the originating station of a 12-station network throughout North Carolina, South Carolina and Virginia. Gary Sparver does play-by-play for WCCB and Mike Pratt adds color commentary. Major advertisers include U.S. Airlines, Anheuser-Busch, All State Insurance and Nissan. WCCB also works with Creative Sports Marketing, a college sports syndicator, in the production and distribution of the games. Although the Hornets have sold no cable TV rights, Washington-based Home Team Sports reaches the area, and Turner Broadcasting and several of the MSO's on the board plan to launch a regional sports network in the Southeast next year that will include North Carolina.

Jazz

KSTU(TV) Salt Lake City is in the second year of a five-year contract to broadcast Utah Jazz games. The station will carry 26 games, eight of them at home and 18 away. Announcers are Hot Rod Hundley and Utah Jazz director of broadcasting Carl Arky.

The team will carry 25 additional games (20 home, five away) over the Jazz Cable Network, a regional sports network run as a joint venture with Tele-Communications Inc. Hundley and Arky are the announcers. Major sponsors include Anheuser-Busch, Coca-Cola, Chevron, All State and Toyota.

KISN(AM) is in the final year of its contract to broadcast Jazz games, and hopes to renew. It is the originating station for the Jazz's 10- to 12-station regional radio network. KISN(AM) will simulcast all 82 regular season games, plus eight pre-season, and all playoffs. Hundley handles announcing chores and is joined by Dave Blackwell for a one-hour pre-game and one-hour post-game show. Ron Boone, former player for the Lakers, does all the cable games. The team controls all in-game inventory; the station sells pre- and post-game and shares inventory with the team. The team controls all rights from 10 minutes before to 10 minutes after the game.

Kings

In the second year of a three-year contract, KRBK-TV Sacramento, Calif., will air 30 (24 away and 6 home) Sacramento Kings games during the 1989-90 season. The station, as rights holder, will produce all telecasts, and has sold between 65% and 70% of its advertising inventory. Major sponsors include Anheuser-Busch, Suburban Ford and Toyota. Announcers, returning from last year, are Grant Napear (play-by-play) and Ted Green (color).

The Kings also have additional coverage this year with a cable package it put together with Pacific West Cable, now in the first year of a five-year contract. The system, which has 3,500 subscribers, will produce 20 home games for showing in the Sacramento area. According to a spokesman for the company, no advertising inventory has been sold yet, and no announcers have been set. The 20 Kings games will be part of the system's basic package, the spokesman added.

As the flagship station in a four-station radio network, KFBK(AM) Sacramento will air four pre-season and all 82 regular season games, as well as any post-season action. Now in the second year of a three-year contract as radio rights-holder, the station will also produce pre-game and post-game shows. The station has sold 85% of the in-game advertising time and 70% of the adjacencies. Major sponsors include BMW, Foster Farms Chicken and Suburban Ford. Once again, Gary Gerould will handle the announcing chores.

Knicks

Madison Square Garden Network Corp., a Paramount Communications subsidiary, owns the New York Knicks and the MSG Network, the regional cable service. MSGN will be the only TV exhibitor of Knicks games this season. WWOR-TV had been the over-the-air television exhibitor of Knicks games in recent years, but its contract expired at the end of last season and the station, under new MCA management, chose not to renew it. An MSG spokeswoman said the team will continue to pursue a broadcast TV deal for next season, but that this season, the 78 televised Knicks games will all originate on MSGN. Marv Albert and John Andaries return to handle play-by-play and color, respectively.

On the radio side, WFAN(AM) enters the third year of a 10-year rights deal, and will carry 83 Knicks games. WPAT(AM) will carry one Knicks game because of a conflict on WFAN. The latter has committed to carrying a New York Rangers hockey game then. Jim Karvellas and ex-Knick star Walt Frazier will call the radio action.

Lakers

The Los Angeles Lakers retain all broadcast and cable rights for coverage of its games. Advertising sales for all media are handled by the team, except for the short-time allotments each has for some of its own commercials. Sales so far this year are going well, according to Keith Harris, Lakers director of broadcasting. Most of the sponsors that signed on last year are back, he said, including Toyota, Coors, the California Lottery, Great Western Bank and Miller beer. Some advertisers are on radio exclusively, while others pay for packages to appear on all media, he said.

Prime Ticket, Los Angeles, holds the pay cable rights and has a long-term contract that lasts through the 1990's. This year, it will have two pre-season and 35 regular season games. Radio coverage remains on KLAC(AM) Los Angeles, which is in the last year of a five-year contract. Negotiations are now in progress for a new contract. There are still two years on the broadcast TV contract, which remains on KHJ-TV Los Angeles. Announcers for all three media are Chick Hearn, who has handled Laker play-by-play since the franchise moved to Los Angeles in the early 1960's, and Stu Lantz.

Magic

One of the league's two expansion teams this year, the Orlando Magic, has signed five-year deals for radio and TV as well as with the Sunshine Network, a regional cable service. The team retains both the radio and TV rights, and in both cases is buying the time from the stations and selling the inventory. The television exhibitor is WKCF(TV) Clermont, Fla. (ch. 68), which will air 25 away games this season.

WWNZ(AM) Orlando will carry the 90-game slate of pre-season and regular season games. The Sunshine Network will carry 31 home and nine Magic away games, according to Bob Poe, the team's director of broadcasting. David Steele will call the action for the radio broadcasts, while Chip Carey (grandson of Harry Carey and son of Skip) will do play-by-play on the television side. Former Atlanta Hawk player Jack Givens will team with Carey, and do color commentary for the television broadcasts. Poe said inventory for the games was about 75% sold, with major sponsors including Anheuser-Busch, Oldsmobile, Pepsi and Olive Garden restaurants.

Mavericks

KTVT(TV) Dallas is slated to air 22 of the Mavericks' away games, plus three wild card games, reports Ken Foote, the station's program manager. As it did last year, the team is putting together a network of stations in neighboring states, but details were not available. KTVT is a "passive superstation," serving about 3.5 million homes, says Foote. WBAP(AM) Fort Worth is carrying the games until baseball season starts. At that point, KRLD(AM) Dallas will broadcast the Mavericks. The Mavericks retain the rights and sell the advertising, according to Foote.

Home Sports Entertainment is a regional pay cable service within Dallas and a basic service farther from the inner core market area. HSE has a new deal with the Mavericks to carry all 35 regular season home games. In the past HSE has handled distribution of Mavericks playoff games to cable operators on a pay-per-view basis. Allen Stone will handle the play-by-play for the team's telecasts and cablecasts. Ted Davis does radio play-by-play.

Nets

For the first time in four years, some New Jersey Nets games will be televised on an over-the-air station. Beginning Dec. 30, six away games (all on weekends) will be carried by WWOR(TV) New York. The team keeps some of the rights with the TV station being primarily responsible for sales. As of last week, announcers had not been chosen.

Most of the team's games will continue to be shown on SportsChannel, the regional cable service with over 1.3 million subscribers, which is mid-way through a long-term agreement with the team. Steve Albert and Bill Raftery will announce the 38 home and 22 away games. SportsChannel, which obtained the rights, declined to comment on its advertising other than to note that Anheuser-Busch is a large advertiser.

The Nets retain rights to the radio broadcasts, carried exclusively on WNEW(AM) New York. Announcers for all 85 games will be

Howard David (play-by-play), Jim Spanarkel (color) and Mike O'Koren (features and second color).

Nuggets

The Denver Nuggets retains its broadcast rights but splits the advertising time. Of the Nuggets' 39 away games, KTVD(TV) Denver will air 30 and KMGH-TV there will broadcast nine, plus one home game. According to the Nuggets' Mike Blake, there are a total of 70 30-second spots. KTVD gets 30 and the team gets 40. They have the same arrangement with KXRM-TV Colorado Springs, which will carry 39 away games and one home game. Blake said a ratio had not been worked out with KMGH-TV.

All TV play-by-play will be handled by Al Albert and Dan Issel. Blake said the ratings last year for the regular season averaged a 6 with a 10 share.

On cable, the Nuggets sold the rights to Prime Sports Network, which also controls the commercial time. PSN is picking up all 27 home games.

KOA(AM) is the flagship radio station for the Nuggets. It will broadcast 82 regular season games and four pre-season contests. KOA has a 20-station network in Colorado, Wyoming and Kansas. Jeff Kingery will do the play-by-play, with Bob Martin providing the color commentary.

Pacers

WNDE(AM) Indianapolis is in the first year of a three-year contract to carry the Indiana Pacers. (WIBC(AM), which had the rights for the past three years, did not bid this year. The reason, according to station general manager Roy Cooper: "Revenues were down, ratings were down and the team was losing.") WNDE has the rights to 85 games—41 home and 41 away in the regular season, plus three pre-season games. It is the flagship for a network of 20-plus stations. Broadcast rights are retained by the team, with ad time currently over 75% sold, which is ahead of last year, according to a team spokesman. Major advertisers include Budweiser, Marsh supermarkets, Pontiac and Coca-Cola.

WXIN(TV) Indianapolis is in the second year of a three-year deal to carry the Pacers. The station carries 23 games, all away, and is the flagship for a six-station network.

Cable carriage rights to 25 home games have been sold to regional sports channel Prime Sports Network Midwest (owned by TCI and Bill Daniels), scheduled to launch in November.

Pistons

Broadcast television coverage of the World Champion Detroit Pistons will be handled by WKBD-TV Detroit, which is starting the first of a new three-year contract. All television and radio rights are retained by the team. George Blaha will provide play-by-play coverage, with Dick Motta as the color commentator.

Cable television coverage is handled by Detroit-based Pro Am Sports service (PASS), which has scheduled 40 games—25 home, 15 away and three pre-season. Calling the games on cable will be Fred McLeod and Tom Wilson. PASS will replay games between 11 p.m. and 1 a.m. (Central Time) during swing shift telecasts.

WWJ(AM) is carrying all 82 home and away games this season, with the 14-year play-by-play announcer George Blaha. The Piston games are heard on an 18-station radio network.

Rockets

KTXH(TV) Houston is in the fourth year of a seven-year contract to broadcast the road games of the Houston Rockets. The package includes three pre-season games, 39 regular season contests and all road playoff games. (There are 41 regular season games, but two are in the CBS national window, one of which CBS has already picked up.) Bill Worrell handles play-by-play, with former Rockets coach Tom Nissalke providing color commentary and Bruce Gietzen hosting the studio show. The station holds the broadcast rights. According to KXTH's executive producer, sports, Jeff Montoni, rates are up and advertising is 60% sold, with national a little soft but boosted by the recent addition of Jack in the Box restaurants. Additional national advertisers include Budweiser, Toyota, Exxon and Randalls supermarkets.

Regional cable sports service Home Sports Entertainment has rights to all home games, but carries only 35 because it must juggle its carriage schedule to accommodate coverage of three Texas-based NBA teams, the Rockets, Spurs and Dallas. HSE sells ad time in games, with Group W selling some national time as well. Play-by-play is handled by Bill Worrell and color by Mike Newlin. Former player Calvin Murphy does interviews.

KTRH(AM) carries most of the Rockets' schedule—it is the flagship for a 19-station network. After the beginning of baseball season (April 1), however, the station will likely farm out either conflicting basketball games or the remainder of the schedule to other stations in the market; last year it was KKZR(AM). The Rockets retain the rights. Ad sales are going well, according to the station. The play-by play announcer is Gene Peterson, with Jim Foley, Rockets director of communications, doing color. KXYZ(AM) broadcasts games in Spanish, with Rolando Becerra and Alex Lopez-Megrete handling announcing duties.

76ers

WPHL-TV Philadelphia holds the broadcast TV rights to the Philadelphia 76ers and is in the fifth year of a six-year contract. The station will carry four pre-season games and all of the team's 41 regular-season away games (except for one game that CBS may pick up). The broadcasts will feature play-by-play from Neil Funk and commentary from Steve Mix. Neil Hartman will be the studio host for halftime and post-game shows, as well as for 15-half hour pre-game shows. Major advertisers are Miller Brewing Co. and Midway Airlines.

Cable rights for the 76ers are held by Prism, the Philadelphia-based regional sports and movie service that is part of Cablevision Systems Corp. Prism will carry 41 home games, with Jim Barniak doing play-by-play and Jack Ramsay doing color. Prism and the team both sell advertising for the games, and they split the revenue. One major sponsor is Anheuser-Busch.

The 76ers retain radio rights. Games will be carried on an 18-station network, including stations in Pennsylvania, New Jersey, Delaware and Maryland. Returning to do radio play-by-play is Jon Gurevitch. WIP(AM), owned by the same company that owns the Philadelphia Flyers hockey team, will be the flagship station for the radio network, except for the 17 games when a 76ers game is at the same time as a Flyers match. On those occasions, it appears that WHHT(AM) Philadelphia will be the flagship. Radio color commentary for home games will be provided by Funk (the away-game commentator had not been chosen last week). Major sponsors for the radio broadcasts are Gatorade, American Airlines and Meridian Bank, according to Mike Hogan, the 76ers' director of advertising and broadcast sales.

Spurs

KSAT-TV holds all the broadcast television rights to 15 away games in the San Antonio Spurs schedule. The ABC affiliate is in the first year of a three-year contract with the NBA franchise, preempting its prime time schedule to offer maximum exposure for the financially strapped Spurs.

According to James Schiavone, KSAT's president and general manager, the station has worked out a contractual arrangement where the Spurs handle all advertising sales (which is 100% sold for this season), and pays the station a flat rate per game aired. Red McCombs, the Spurs' owner, bought the team in 1988 for $47 million, sinking considerable investment into players' salaries and day-to-day operations. Schiavone says the station's commitment is being maintained in "large measure to keep the team in this city," since the Spurs are San Antonio's only professional sports franchise. "I think the arrangement is equitable," Schiavone emphasized. "We are not trying to seem like martyrs, but without the over-the-air exposure, the team would suffer."

The announcing team for KSAT telecasts is Paul Alexander (color commentary) and Dave Barnett (play-by-play).

The Spurs split ad time sales evenly with Home Sports Entertainment (HSE) for cable telecasts, and own the rights for the 30 games (15 home, 15 away) on the premium channel. HSE, which is in the first year of a three-year contract, also produces 10 pay-per-view telecasts for CableCom. Greg Simmons handles the color commentary and Barnett calls the action for all cablecasts.

WOAI(FM) handles the radio broadcasts, and has a four-station Spurs radio network. All 82 games are covered on the 50 kw clear channel that reaches 38 states, according to Jay Howard, the station's play-by-play and color announcer. Andy Everett is the studio host. The Spurs are responsible for all advertising sales.

KSAH(AM) does all Spanish-language radio broadcasts for 16 away games and 46 home contests. The station is in the second year of a three-year contract in which the Spurs retain all broadcast rights. Announcers Ricardo Cias and Armando Qintero call the action.

Suns

Retaining radio rights, the Phoenix Suns broadcast all pre-season and regular season games on an eight-station Arizona radio network led by flagship station KTAR(AM). Phoenix Suns director of broadcasting, Al McCoy, will handle the play-by-play broadcasting solo for most games. Dick Van Arsdale will join him in the booth on TV-simulcast games to do color commentary. Major radio sponsors include Anheuser-Busch, Dial Corp. and Blue Cross & Blue Shield of Arizona. Although limited ad time is still available, McCoy said he expected a sellout. "We've been sold out every year I can remember," he said.

KUTP(TV) is in the second year of a five-year television broadcast contract with the Suns. Although the station holds the rights, the team retains some availabilities (which are sold out, according to McCoy). The Phoenix metropolitan area Dodge dealers association and Smitty's grocery stores are among the major sponsors. McCoy and Van Arsdale will be the announcers for the 25 regular season away games (also simulcast on radio) carried by KUTP.

Arizona Sports Programing Network (ASPN), a service distributed by Dimension Cable (the Times Mirror-owned cable system serving Phoenix), will carry five Sun away games and 15 home games. ASPN sports coordinator George Allen will do play-by-play, and Joe Gilmartin and Dick Van Arsdale will do color on different games.

Supersonics

Over-the-air telecasts of 10 Seattle Supersonics away games can be seen on KIRO-TV. As part of a single-year contract with the Sonics, the station handles about 15% of the advertising sales and is paid a rights fee for carriage of the games, according to KIRO-TV general sales manager, John Norden. The Sonics sell sponsorships accounting for about 85% of all ad time sold. Former NBA forward Rick Barry provides color commentary and Kevin Calabro calls play-by-play action.

Clayton Packard, general manager of Prime Sports Northwest, said his premium sports channel retains all cable rights, and sells 100% of all cable advertising time. Gary Spinnell, vice president of marketing and sales for the Sonics, said Prime Sports is in the first year of a five-year contract with the team, adding that the channel's potential reach is more than one million cable households.

Prime has scheduled 20 regular season games, 16 of those on the road and the other four yet to be determined. Delayed telecasts of KIRO-TV's broadcasts are also included on the schedule. Although Packard declined to give the amount of ad time sold, he said sponsors include Rainier Beer, Coca-Cola, Cellular One, Ford, Alaska Airlines, Jeep and Pac West.

Of the 30 games on cable and TV, simulcasts can also be heard on Sonics-owned KJR(AM), with Barry and Calabro calling the action. The 52 remaining radio-only broadcasts are called by Jim Marsh and Calabro. Spinnell says 100% of available ad time has been sold.

Timberwolves

The Minnesota Timberwolves, a first-year expansion team, have kept control of their broadcast rights, including those for pre-game and post-game shows. Only 25 of the team's games will be televised, eight of those on ABC affiliate KSTP(TV) Minneapolis and 17 on co-located independent KITN(TV). Most of the advertising time will be sold by the team to its corporate "partners"—roughly 20 companies that have category-exclusive advertising rights. Among the partners are Miller beer, Coca-Cola, Super America, First Bank, Northwest Airlines, and Ask Mr. Foster Travel.

All 86 games, including five pre-season, will be broadcast on radio by WDGY(AM) Minneapolis, which has a three-year contract, extendable for each of three successive years at the team's option. The station will sell at least 15 minutes of the roughly 40 minutes total advertising time—including pre-game and post-game shows. WDGY general manager Mick Anselmo said the station is approaching the "sold-out point" for its portion of the time, with advertisers including a sports medicine clinic. He added that the station is using the basketball broadcast to launch a talk sports show, *Sports Line*, which premieres the day after the Timberwolves' opening game.

For both radio and TV broadcasts, the play-by-play will be handled by Kevin Harlan.

Trailblazers

The Trailblazers kick off the 1989-90 basketball season as they have in the past, retaining all rights to television, radio and cable coverage. KOIN-TV remains the broadcast television carrier of 20 road games.

For cable, the team has a package of 15 home games that will be offered on a pay-per-view basis or on a full package basis. The cable package will be offered on systems reaching about 80% of the subscribers in the state.

For radio coverage, the team has a new five-year contract with KEX(AM) Portland to air all home, away, pre-season and any post-season games. The radio network will reach 30 markets via 28 stations. For the radio network, the team owns the satellite and down-link to distribute the games.

Advertising for all television coverage is sold out, according to Marshall Glickman, vice president, broadcasting and business development, Portland Trailblazers; the radio inventory is almost sold out.

In addition to the game, the team produces several pre- and post-game shows. Starting 90 minutes before the game is *Courtside*, which airs on KEX(AM). Following *Courtside* is a half-hour pre-game show. Following the game, the team produces a 10- to 15-minute interview show, followed by the *5th Quarter*, a 50-minute post-game show. In addition, every Monday night from 6 p.m. to 8 p.m. all year long, the team produces *Courtside Monday Night*, which was originally produced solely for radio but now also is carried on cable. Advertising for Trailblazers' programing, outside of the game itself, is nearly sold out.

Major television sponsors for Trailblazers basketball include Miller Beer, Toyota, Coca-Cola, Pay Less drugstores and Alaska Airlines. Major radio sponsors include the Oregon Lottery, Jeep Eagle, Texaco, Anheuser-Busch and Farmers Insurance.

Game announcers are returning from last year. Pat Lafferty and Steve Jones will call the action on television, with Bill Schonley and Geoff Petrie doing the play-by-play and color commentary for radio.

Warriors

Group W's KPIX(TV) San Francisco, the CBS affiliate in the market, is entering the final season of a two-year contract with the Warriors. KPIX will broadcast 18 regular season games, two home and 16 away. Approximately 65% of ad time has been sold, compared to 40% last year. Import auto sponsorships have been retained.

KCIU-TV San Jose, Calif., will carry 23 games (21 away) and may add several games, as it did last year, if the division race is hot near the end of the season, said Susan Hoffman, assistant, operations. The team retains 10 30-second spots per game, leaving the station about three-fourths of the ad inventory to sell itself, said Hoffman. Hertz car rental and many regional and local advertisers have signed on, she said. Like KPIX, the station will be in its second year of a two-year contract and has entered negotiations to extend the deal. KCIU executives, said Hoffman, foresee no difficulty achieving that end. "I think they are interested in getting as many games on the air as possible, and they appear to be happy with the station," which cut back its schedule last year from 30 to 23 games. "You can get to a point where advertisers are tapped out," she said.

Launched on Sept. 2, the Pacific Sports Network (PSN), begins the first of four Warriors seasons with a 20-game schedule (to increase to 30, 35 and 35 the following years of the contract). PSN also retains rights to the Warriors' first home playoff game in the early rounds. With the team having gone in-house full-time with production this year, both broadcast stations and the Pacific Sports Network will field the same announcer team, with Greg Pappa and Jim Barnett calling all the shots.

On the radio side, the Warriors bought time on KNBR(AM) San Francisco with a contract that will last for three years. KNBR will broadcast 82 games, 41 home and 41 away, with radio announcer Steve Physioc. Ad time is 15% better than last year, with 100% being sold. The major radio sponsors are Budweiser, Chevron, Coca-Cola, Farmers Insurance, Acura dealers, Pacific Gas & Electric, Frito Lay, Foot Locker and the California Lottery.

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8

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Summer Arbitrons: mixed results

AC stations take over top slots in New York and L.A., with strong showings in other markets as well; urban contemporary stations also move up

Just-released summer 1989 Arbitron ratings reveal that adult contemporary formats have staged successful bids for leadership positions in the top two markets (BROADCASTING, Oct. 9). The format also climbed consistently in all top-10 markets.

In Chicago, WKQX(FM) rose from a spring book rating of 4.0 and 10th place, to a 4.4 share and fifth place. In San Francisco, KNBR(AM) increased its share from 3.5 in the spring to 5.0, rising from eighth place to third, ahead of CHR-formatted KMEL(FM). In Detroit, WNIC-FM increased shares from 3.8 to 4.1, but was joined by WOMC(FM) and WLTI(FM) [also adult contemporary outlets] for a three-way tie for seventh. In Boston and Dallas-Fort Worth the format lost share points, but in Houston-Galveston, KLTR(FM) rose from a 4.2 spring share to a 5.5 share, and from ninth to fifth place in the market.

Also making some gains in the summer books were urban contemporary-formatted stations. In New York, WBLS(FM) appeared at the number nine spot with a 3.7 share. There were no urban contemporary outlets in the top 10 in Los Angeles, but in Chicago, WGCI-FM rose from a 6.2 to 6.7, climbing from third to second place. Also moving up in the Windy City was WVAZ(FM) from 4.7 to 4.9, rising from fifth place to fourth. In San Francisco, urban contemporary made its appearance on the countdown at number nine, with KSOL(FM) posting a 3.0 share. In Philadelphia, WUSL(FM) dropped 1.2 share points to a 5.7. In Detroit, urban outlet WJLB(FM) retained second place, but dropped 1.0 from the spring book's 7.4 to a 6.4 share. In Dallas-Fort Worth, KKDA-FM's drop to a 5.6 share was balanced by KJMZ(FM)'s gain of 1.1 share points from spring's 4.3 share to 5.4. Rounding out the top 10, urban lost share points in Washington, as WKYS(FM) dropped from a 5.0 share to 4.6, but retained the number one spot in Houston-Galveston where KMJQ(FM) leads the market with an 8.6 share.

All results are based on the Arbitron Summer 1989 radio local market report for June 22-Sept. 13 (total persons, age 12-plus, average quarter hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service. An asterisk denotes a tie.

New York

Station	Format	Summer	
		88	89
*WHTZ(FM)	CHR	6.2	5.7
*WLTW(FM)	Soft contemp.	3.8	5.7
WPAT-AM-FM	Easy listening	5.7	5.5
WINS(AM)	News	4.3	4.5
WOR(AM)	Talk	4.3	4.3
*WCBS-FM	Oldies	4.1	4.2
*WNEW-FM	AOR	4.4	4.2
*WQHT(FM)	CHR	4.5	3.9
*WRKS(FM)	CHR	4.2	3.9
WBLS(FM)	Urban contemp.	4.0	3.7
WXRK(FM)	Rock/AOR	3.7	3.6
WPLJ(FM)	Top 40	4.7	3.5
WCBS(AM)	News	3.5	3.4

Los Angeles

Station	Format	Summer	
		88	89
KOST(FM)	Soft contemp.	5.0	6.8
KIIS-AM-FM	CHR	6.9	6.4
KPWR(FM)	CHR	7.4	6.1
**KQLZ(FM)	Rock hit radio	2.6	5.5
KJOI(FM)	Easy listening	4.1	4.6
KABC(AM)	Talk	5.7	4.3
KLOS(FM)	AOR	4.3	4.1
KBIG(FM)	Soft contemp.	4.2	3.6
KLVE(FM)	Spanish	2.7	3.2
KFWB(AM)	News	3.3	3.1

**formerly KIQQ

Chicago

Station	Format	Summer	
		88	89
WGN(AM)	MOR/Talk	10.0	9.3
WGCI-FM	Urban contemp.	7.7	6.7
WBBM(AM)	News	5.4	5.5
WVAZ(FM)	Urban contemp.	3.9	4.9
*WKQX(FM)	Adult contemp.	3.1	4.4
*WLUP-FM	Adult rock	4.5	4.4
WXEZ-AM-FM	Easy listening	5.3	4.1
WCKG(FM)	Classic rock	3.8	3.8
*WYTZ(FM)	CHR	4.0	3.7
*WUSN(FM)	Country	2.4	3.7
WBBM-FM	CHR	3.2	3.6
*WJMK(FM)	Oldies	3.7	3.5
*WLUP(AM)	Talk	2.9	3.5

San Francisco

Station	Format	Summer	
		88	89
KGO(AM)	News/talk	7.1	7.6
KCBS(AM)	News/talk	4.7	5.3
KNBR(AM)	Adult contemp.	4.3	5.0
KMEL(FM)	CHR	5.8	4.8
KOIT-AM-FM	Soft contemp.	3.4	4.1
KABL-AM-FM	Easy listening	5.6	3.7
KIOI(FM)	Adult contemp.	4.0	3.6
KFRC(AM)	Classic MOR	3.4	3.1
KSOL(FM)	Urban contemp.	3.3	3.0
*KRQR(FM)	AOR	2.6	2.9
*KSFO(AM)	Rock classics	3.1	2.9

Philadelphia

Station	Format	Summer	
		88	89
WMMR(FM)	AOR	8.0	8.1
KYW(AM)	News	6.8	7.0
WPEN(AM)	Nostalgia	6.6	6.8
WEAZ-FM	Easy listening	5.9	6.3
WUSL(FM)	Urban contemp.	7.1	5.7
WYSP(FM)	Classic rock	5.8	5.5
WIOQ(FM)	CHR	2.3	4.8
WXTU(FM)	contemp. country	4.5	4.6
WOGL(FM)	Oldies	2.3	4.5
*WEGX(FM)	CHR	6.7	4.3
*WKSZ(FM)	Soft contemp.	4.5	4.3

Detroit

Station	Format	Summer	
		88	89
WJR(AM)	MOR/News/talk	12.4	9.2
WJLB(FM)	Urban contemp.	7.8	6.4
WJOI(FM)	Easy listening	5.1	5.0
WDFX(FM)	CHR	3.1	4.4
WHYT(FM)	CHR	5.3	4.3
**WKQI(FM)	CHR	4.0	4.2
*WLTI(FM)	Adult contemp.	2.5	4.1
*WOMC(FM)	Adult contemp.	3.2	4.1
*WNIC-FM	Adult contemp.	4.8	4.1
WWJ(AM)	News	4.9	3.9
WJZZ(FM)	Jazz	1.7	3.8
WCSX(FM)	Classic rock	3.0	3.6

**formerly WCZY-FM

Boston

Station	Format	Summer	
		88	89
WXKS-FM	CHR	7.1	8.0
WRKO(AM)	Talk	7.1	6.6
WZOU(FM)	CHR	6.1	5.6
WBCN(FM)	AOR	6.0	5.5
WBZ(AM)	Adult contemp.	6.4	5.4

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		88	*89*
WJIB(FM)	Easy listening	6.0	5.2
WODS(FM)	Oldies	4.0	4.8
WSSH-FM	Easy listening	4.0	4.6
WMJX(FM)	Cont. scft hits	3.8	4.5
WHDH(AM)	Adult contemp.	3.9	4.4

Dallas-Fort Worth

KVIL-AM-FM	Adult contemp.	6.9	7.9
WBAP(AM)	Country	6.4	7.3
KSCS(FM)	Country	6.2	6.6
KKDA-FM	Urban contemp.	6.9	5.6
KPLX(FM)	Country	6.7	5.5
**KJMZ(FM)	Urban contemp.	5.6	5.4
KRLD(AM)	News, sports	5.3	5.3
KMEZ-AM-FM	Easy listening	2.5	4.4
KHYI(FM)	CHR	6.3	4.2
KEGL(FM)	CHR	4.9	4.0

**formerly KMEZ-FM

Washington

WGAY(FM)	Easy listening	6.0	7.1
WMZQ-AM-FM	Country	7.6	6.4
WPGC-FM	CHR	5.0	5.8
WMAL(AM)	Variety	4.7	5.5
WAVA(FM)	CHR	5.2	5.3
WCXR(FM)	Classic rock	4.6	5.2
WRQX(FM)	CHR	4.4	4.7
WKYS(FM)	Urban contemp.	5.5	4.6
WTOP(AM)	News	4.1	4.5
WHUR-FM	Urban contemp.	5.2	4.1

Houston-Galveston

KMJQ(FM)	Urban contemp.	9.3	8.6
KILT-FM	Country	6.2	7.5
KIKK-FM	Country	7.0	6.9
KKBQ-AM-FM	CHR	6.9	6.7
KTRH(AM)	News	6.5	5.9
KLTR(FM)	Adult contemp.	3.8	5.5
*KLOL(FM)	AOR	5.8	5.0
*KODA(FM)	Easy listening	4.9	5.0
KRBE-FM	CHR	6.0	4.6
KQUE(FM)	MOR	3.8	3.7

In the market

Bill Stakelin, former president and chief executive officer of the Radio Advertising Bureau, and president and chief executive officer of Apollo Radio Ltd., said the company has formed an "investment relationship" to make investments in communications companies throughout the U.S. The arrangement will provide acquisition capital to purchase media properties, intially concentrating on radio. Stakelin said that some negotiations are currently under way.

Partners in the investment group, which according to Terence Elkes, managing director, Apollo Partners Ltd., will provide financing sufficient to purchase several hundred million dollars' worth of property, are: Apollo Radio Ltd., an affiliate of Apollo Partners Ltd., MH Equity Corp.; an affiliate of Manufacturers Hanover Corp., and Equitable Capital Management Corp., an affiliate of The Equitable Life Assurance Society of the United States.

□

Thomas C. Birch, founder and chairman of Birch/Scarborough Research, announced he will leave the company Jan. 3, 1990, to head the newly formed Opus Media Group with Raymond Quinn.

Riding Gain

Network news

The NBC Radio Network has launched Custom Affiliate News (CAN), designed to provide select affiliates with individualized coverage of major news stories. NBC Radio Network State Department, National Security and Space correspondent, Bill Groody, has been named national correspondent for CAN. Ed Belkin, managing editor, NBC Radio Network News, has been named producer.

Custom Affiliate News will transmit specially packaged stories tailored to individual stations' needs. It will include actuality feeds from local officials and personalities, drop-ins for local talk shows, live question-and-answer sessions with local anchors, and additional coverage as requested by station news directors.

In other network news, Indianapolis-based Agri-Business network signed an agreement with the Orlando, Fla.-based Florida Radio Network. Under the terms of the agreement, Agri-Business will provide Florida stations with daily reports on agriculture from its bureaus in Indianapolis, Washington and Chicago, as well as its Florida bureaus in Tallahassee, Ocala, Orlando, Fort Myers and Miami.

On the West Coast, Seattle-based Olympia Broadcasting and Jim Long Companies Inc. (FirstCom) have agreed not to proceed with the sale of Jim Long Companies to Olympia. An agreement was entered into in April by both companies, in which Olympia would acquire FirstCom for $7 million.

Reassignment

Susan Stamberg, anchor of National Public Radio's *Weekend Edition* on Sundays, will leave the show to become a special correspondent for the noncommercial network, effective Nov. 1. According to an NPR spokeswoman, the change was made at Stamberg's request, who was said to have wanted a change. Stamberg's first assignment will be a series of reports about the Jews who fled Hitler's Germany for Shanghai. The "Shanghai and the Jews" documentaries will coincide with the 50th anniversary of the Jewish migration, NPR said.

Stamberg's reports as a special correspondent will air on all of NPR's news magazines, including *All Things Considered* (which Stamberg co-hosted for 14 years) and *Morning Edition*, an NPR spokeswoman said. "Reporting is a joy and a challenge that I'm eager to tackle," Stamberg said.

Stamberg, who has hosted *Weekend Edition* on Sundays since the show's debut in January 1987, will be replaced by Liane Hansen, current host of NPR's *Performance Today*, Nov. 5.

NPR to build new studios

National Public Radio said last week that it had made a good start toward raising $1.2 million to build a new state-of-the-art recording and production studio, landing a $500,000 challenge grant from The Kresge Foundation. Based in Troy, Kresge awards grants toward construction of facilities operated by institutions that serve areas of higher education, health and long-term care, arts and humanities, social service, science and the environment and public affairs, said NPR. The grant is conditional on NPR raising the remaining $700,000 by Jan. 1, 1991.

Designed to house multitrack digital recording, digital editing and mastering and production equipment at NPR's Washington headquarters, the studio "will take us into the 21st century, enabling NPR to provide technological leadership to public radio," said NPR President Douglas Bennet. Construction will begin in early 1991.

Business before pleasure

It is obvious enough that Orlando, Fla., home to Disney World and other fun-in-the-sun attractions, draws family vacationers, but the Orlando-Orange County Convention and Visitors Bureau wants to see more business travellers there. And one way to get the word out, the bureau has decided, is through American Public Radio's 10-and-a-half-month-old daily business radio magazine, *Marketplace*.

The OQCCVB has committed itself to sponsoring Wednesday and Thursday editions of the program through Dec. 28. "All the management staff at the bureau are regular listeners to *Marketplace*," said bureau chief executive officer, William Peeper. "Our search began and ended" with the program as "a means to reach the national business community," he said. The sponsorship "affirms our belief that *Marketplace* is reaching a wide-ranging audience that includes opinion leaders and business managers," said APR President Stephen Salyer.

Region by region

Across the country, the Southern California Broadcasters Association (SCBA) has begun an eight-week campaign to sell radio. Approximately 100 radio stations will participate by airing 60-second client testimonials that were written and produced by the SCBA.

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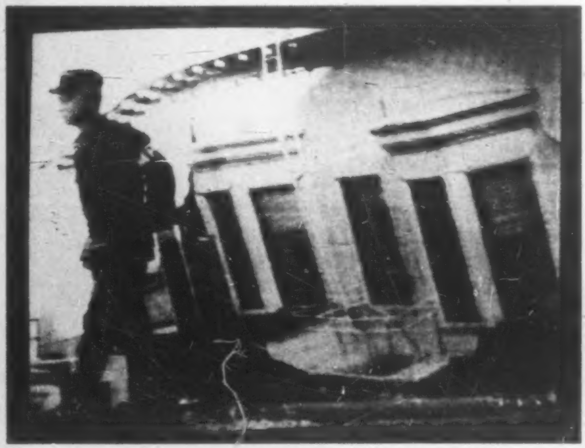
Broadcasting Oct 23

Fifth Network?...

MCA and Paramount are reportedly in discussions to launch another broadcast network three nights a week. **PAGE 35.**

Catastrophic coverage...

Media scrambles to cover


CBS News

California earthquake, unveiling tragedy as it unfolds. Local broadcasters shine. **PAGE 36.**

Technology '89...

BROADCASTING's annual report on state of the art technology looks at technical advances in TV and radio, where innovations could lead business in 1990's, and how broadcasters plan to pay for them. **PAGE 43.**

39/ *NOVEMBER'S FINEST*

In upcoming November sweeps, networks hitch their wagons to shorter mini-series and specials.

40/ *IT'S SHOWTIME FOR TCI*

Largest cable MSO takes 50%, nonmanagement stake, in pay service for $225 million.

68/ *ABC MOVES AHEAD*

With help of its strong Tuesday night schedule, ABC breaks NBC's 68-week ratings winning streak.

69/ *SYNDICATION UPDATE*

Paramount's *Hard Copy* makes headway against first-run syndication leader *A Current Affair*, King World maintains its grip on top two positions with nationally ranked *Wheel of Fortune* and *Jeopardy!*, and Buena Vista scores with *Chip 'n' Dale*.

71/ *HIRING DELAY*

Sony Corp.'s attempt to hire new management team of Peter Guber and Jon Peters for Columbia Pictures ends up in court.

72/ *CUT SHORT*

United States Telephone Association officials are asked to back cable-telco bill during annual convention that is abbreviated by San Francisco earthquake.

73/ *HEADING FOR COMPROMISE*

Year-long dispute over changing program funding method for public TV moves closer to resolution.

75/ *MIPCOM REPORT*

MIPCOM international TV program market in Cannes, France, is stage for U.S. and European program production and distribution deals, as well as ongoing debate about impact of Europe's anti-U.S. programing quotas.

78/ *RADIO FINANCIAL REVIEW*

National Association of Broadcasters-Broadcast Financial Management Association survey finds increased portion of radio stations' revenue coming from local advertising.

81/ *CABLE-STATION CONNECTION*

Executives of broadcast stations and cable systems are entering initial discussions to set up local news operations on cable.

82/ *STATE TV*

Report by California nonprofit group recommends public affairs TV network modeled on C-SPAN.

86/ *INNER PERSPECTIVE*

Former FCC general counsel Diane Killory assesses agency under chairmanship of Dennis Patrick and her role as part of inner circle.

88/ *CABLE KUDOS*

Cable industry gets praise from Senator Al Gore for its children's programing.

111/ *TWOSOME*

Brokers Richard Kozacko and Keith Horton have combined to carve out nich in Northeast.

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BY THE NUMBERS 1

ABC won the week, ending NBC's winning streak at 68 weeks. The last time ABC won was Week 23 of the 1987-88 season, ended February 28, 1988. (ABC, running the Winter Olympics all seven nights, took that week with a 20.5 rating and a 31 share over NBC's 15.6/24 and CBS's 13.5/21.)

For this season's Week four, ABC won with a 14.8/25.3. NBC was second with a 13.8/23.4. CBS ended with a 12.5/21.2. Total households delivered dropped down from Week three's 38.7 million households to 37.9 million, coming close to Week two's 37.7 million.

ABC's *Doogie Howser, M.D.*, pictured at right, tied for 18th place this week and won its time period with a 16.2/26. That score is down from the show's first week rating of 20.7, when it ran on Tuesday. In its Wednesday night, 9 p.m. slot, the show's best rating has been Week three's 16.5.

ABC also won the news race with a 9.9/21 over CBS's 9.3/19 and NBC's 9.0/19. There were only

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 4 □ Oct. 9–Oct. 15

Rank/rating			Network	Show
1		26.1/41	A	*Roseanne*
2		23.5/40	N	*Cosby Show*
3		22.4/37	N	*Cheers*
4		21.7/36	N	*Different World*
5	▼	21.3/33	A	*Wonder Years*
6	▼	19.9/33	A	*Who's the Boss?*
7		19.5/35	N	*Golden Girls*
8	▲	19.0/30	C	*Murder, She Wrote*
9	▼	18.7/30	A	*Chicken Soup*
10		18.4/30	N	*Dear John*
11		18.3/33	N	*Empty Nest*
12	▼	18.2/32	C	*60 Minutes*
13		17.9/28	C	*Country Music Awards*
14	▼	17.8/31	A	*Growing Pains*
14	▼	17.8/29	A	*Head of the Class*
16		17.4/28	A	*World Series, game 2*
17		16.7/32	N	*Hunter*
18	▼	16.2/26	A	*Dougie Howser, M.D.*
18		16.2/30	A	*World Series, game 1*
20	▼	16.0/28	A	*NFL Monday Night Football*
21		15.5/26	N	*Unsolved Mysteries*
22	▲	15.4/25	C	*CBS Sunday Movie*
23		15.3/25	N	*NBC Sunday Movie*
24	▼	15.1/24	M	*NBC Monday Movie*
25	▼	15.0/27	C	*Knots Landing*
26	▼	14.8/29	A	*Full House*
26	▼	14.8/24	C	*Jake and the Fatman*
28	▼	14.7/23	N	*Hogan Family*
29		14.5/23	N	*Matlock*
30	▼	14.4/23	N	*ALF*
31	▼	14.2/23	A	*Anything But Love*
32	▼	14.1/22	C	*Major Dad*
33	▼	14.0/24	A	*thi[illegible]ething*
34		13.9/25	A	*China Beach*
35		13.5/25	N	*Amen*
36	▼	13.1/25	A	*Family Matters*
36	▼	13.1/24	A	*Perfect Strangers*
38	▼	13.0/26	A	*20/20*
39		12.8/20	N	*Night Court*
40		12.7/23	N	*L.A. Law*
41	▲	12.6/23	C	*Dallas*
42		12.5/21	N	*NBC Tuesday Movie*
43	▼	12.4/23	A	*Just the Ten of Us*
44	▲	12.2/20	C	*48 Hours*
45	▼	11.9/19	C	*Rescue: 911*
46		11.8/22	N	*227*
47	▼	11.6/20	C	*Island Son*
48	▼	11.5/21	C	*Wiseguy*
49	▼	11.4/19	A	*MacGyver*
49		11.4/17	N	*My Two Dads*
51	▼	11.2/17	F	*Married...With Children*
52	▼	11.1/17	C	*People Next Door*
53		11.0/22	C	*Falcon Crest*
53		11.0/22	A	*World Series, pregame*
55	▼	10.7/18	A	*Young Riders*
56		10.6/21	N	*Mancuso, FBI*
57		10.4/18	A	*World Series, pregame*
58		10.3/17	N	*Nutt House*
59	▼	10.1/18	A	*Life Goes On*
60		10.0/18	N	*Hardball*
61		9.9/19	N	*Baywatch*
61		9.9/18	N	*Quantum Leap*
61		9.9/15	N	*Sister Kate*
61	▼	9.9/16	C	*Wolf*
65	▼	9.8/16	C	*Top of the Hill*
66	▼	9.6/17	A	*PrimeTime Live*
67	▼	9.2/15	F	*America's Most Wanted*
68	▼	8.7/15	A	*Mission: Impossible*
68	▼	8.7/16	C	*Paradise*
70		8.6/15	N	*Magical World of Disney*
71	▼	8.4/13	F	*Totally Hidden Video*
72	▼	8.0/13	C	*Peaceable Kingdom*
73	▼	7.9/15	C	*Snoops*
74	▼	6.9/12	C	*Tour of Duty*
75	▼	6.0/9	F	*Open House*
75	▼	6.0/12	C	*Sat. Night With Connie Chung*
77	▼	5.7/9	F	*Alien Nation*
78	▼	5.4/8	F	*21 Jump Street*
79		4.9/8	F	*21 Jump Street, special*
80	▼	4.5/8	F	*Cops*
81	▼	4.3/7	F	*Tracey Ullman Show*
82	▼	3.6/6	F	*Reporters*
83	▼	3.1/6	F	*Garry Shandling's Show*
84	▼	2.5/4	F	*Beyond Tomorrow*

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 8

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	12.6	222	95
2	Jeopardy! (King World)	11.3	207	96
3	Oprah Winfrey Show (King World)	9.3	204	97
4	Cosby Show (Viacom)	8.7	197	96
5	Current Affair (20th Century Fox TV)	8.5	176	93
6	Entertainment Tonight (TPE)	7.6	160	92
7	Wheel of Fortune, wknd (King World)	7.5	194	89
8	Chip 'N' Dale special (Buena Vista Television)	6.6	153	95
9	Disney Magic II special (Buena Vista Television)	6.5	139	86
10	Donahue (Multimedia)	6.1	220	94
11	Geraldo! (Paramount Domestic TV)	5.5	189	97
12	Star Search (TPE)	4.9	154	93
13	Chip 'N' Dale (Buena Vista Television)	4.6	168	96
13	Family Feud, synd. (LBS Communications)	4.8	119	81
15	Mama's Family, synd. (Warner Bros. Dom. TV)	4.6	157	84
15	People's Court (Warner Bros. Domestic TV)	4.6	164	88
	The following shows were rated, but not ranked			
	World Wrestling Federation (WWF)	8.3	242	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 14

four programs that moved up in rank, all from CBS. *Murder, She Wrote* moved from 10th a week ago to eighth, recording a 19.0/30. The CBS Sunday Movie, "The Big Easy," pulled in a 15.4/25 and brought the two-hour slot up from 42nd place in Week three when the network ran "Mystic Pizza." *Dallas* moved up two positions to finish in 41st place. Thursday night's *48 Hours*, which featured a report on marijuana, delivered a 12.2/20 to move the show up from 52nd to 44th.

For the book of days, CBS won Monday night with a 16.2/25.1. ABC was second with a 15/23.9. Tuesday went to ABC's 19/31 over NBC's 13.2/21.7 and CBS's 11.1/12.2. Wednesday also went to ABC, as did Friday.

NBC won Thursday with an 18.6/31.7 and took Saturday with a 16.1/29.9.

CBS pulled comfortably ahead for its one night win, Sunday, which the network took with a 17/7.9. For the previous week, CBS and NBC were neck-and-neck, but CBS won that Sunday with a 14.8/24.5 to NBC's 14.7/25.1.

MarketScope

Three days after the Dow Jones Industrial Average plunged 190.58 points and the S&P Industrials dropped 25.72 points, the S&P managed to climb back up 10.54 points and close on Oct. 18 at 390.22. That's still down from Oct. 11's close of 407.40. The 130 stocks tracked by the Stock Index had 13 advances, 112 declines and five unchanged for the seven-day period ended last Wednesday. That advance-decline ratio was way down from the previous period's 54 advances to 57 declines, with 19 unchanged. The interim change in the advance-decline ratio, from Wednesday, Oct. 11, to Friday, Oct. 13, was 11-99, with 20 unchanged. From the Friday crash to Wednesday's close, the advance-decline ratio pushed upward, changing to 45-68, with 17 unchanged.

Stock Index Notes: † Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING	Closing Wed Oct 18	Closing Wed Oct 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	517 3/8	544	- 26 5/8	- 04.89	21	9,312
N (CBS) CBS	197 1/8	207 1/2	- 10 3/8	- 05.00	17	4,657
A (CCU) Clear Channel	11 7/8	11 3/4	1/8	01.06	43	46
A (HTG) Heritage Media	3 5/8	3 7/8	- 1/4	- 06.45	-2	130
O (JCOR) Jacor Commun.	6 3/8	6 1/2	- 1/8	- 01.92	-5	63
O (LINB) LIN	108	112 7/8	- 4 7/8	- 04.31	80	5,531
O (OBCCC) Olympic Broadcast	1 3/4	2 1/4	- 1/2	- 22.22		4
O (OSBN) Osborn Commun.	12 3/4	13 1/2	- 3/4	- 05.55	8	87
O (OCOMA) Outlet Commun.	26 1/4	27 1/4	- 1	- 03.66	39	172
A (PR) Price Commun.	5 1/2	6	- 1/2	- 08.33	-5	40
O (SAGB) Saga Broadcasting	2 3/4	3 1/4	- 1/2	- 15.38	-2	10
O (SCRP) Scripps Howard	72	72		00.00	37	743
O (SUNNC) SunGroup Inc.	1 3/4	1 7/8	- 1/8	- 06.66	-2	4
O (TLMD) Telemundo	7 3/8	6 1/2	7/8	13.46	-3	168
O (TVXGC) TVX Broadcast	4	4 1/8	- 1/8	- 03.03		29
O (UTVI) United Television	34 3/4	36 3/4	- 2	- 05.44	40	370

BROADCASTING WITH OTHER MAJOR INTERESTS	Closing Wed Oct 18	Closing Wed Oct 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	36	37 1/2	- 1 1/2	- 04.00	48	714
N (AFL) American Family	19 7/8	20	- 1/8	- 00.62	18	1,611
O (ACCMA) Assoc. Commun.	36 1/4	39 3/4	- 3 1/2	- 08.80		516
O (BMAC) BMA Corp.	38 1/4	35 1/2	2 3/4	07.74	16	309
N (CCN) Chris-Craft	34 1/2	37 3/8	- 2 7/8	- 07.60	50	819
O (DUCO) Durham Corp.	31	31		00.00	17	281
N (GCI) Gannett Co.	41	43 1/2	- 2 1/2	- 05.74	17	6,605
O (GACC) Great Amer. Comm.	11	12	- 1	- 08.33	-3	345
N (JP) Jefferson-Pilot	39 3/4	41 3/8	- 1 5/8	- 03.92	13	1,530
N (KRI) Knight-Ridder	52 1/8	53 5/8	- 1 1/2	- 02.79	12	2,686
N (LEE) Lee Enterprises	31 7/8	33	- 1 1/8	- 03.40	18	782
N (LC) Liberty	37	38 3/4	- 1 3/4	- 04.51	21	310
N (MHP) McGraw-Hill	66 5/8	73 5/8	- 7	- 09.50	17	3,230
A (MEGA) Media General	35 5/8	38 5/8	- 3	- 07.76	890	917
N (MDP) Meredith Corp.	33 1/8	35 1/8	- 2	- 05.69	18	816
O (MMEDC) Multimedia	95 1/2	100 1/2	- 5	- 04.83	35	1,109

STOCK INDEX 2

		Closing Wed Oct 18	Closing Wed Oct 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(NYT) New York Times	36 1/2	38 3/4	- 2 1/4	- 05.80	14	2,239
N	(NWS) News Corp. Ltd.	20 1/8	22 5/8	- 2 1/2	- 11.04	7	5,365
O	(PARC) Park Commun.	31 3/4	33	- 1 1/4	[illegible]	23	460
O	(PLTZ) Pulitzer Publishing	23 3/8	[illegible]	- 1 3/8	- 04.62	14	[illegible]
A	[illegible]	5 1/2	6 1/2	- 1	- 15.38	11	410
N	(RTRSY) Reuters Ltd.	42 3/8	43 1/2	- 1 1/8	- 02.58	21	18,240
O	(STAUF) Stauffer Commun.	142	142		00.00	47	142
N	(TMC) Times Mirror	37 3/8	39 5/8	- 2 1/4	- 05.67	14	4,788
O	(TMCI) TM Communications	1/4	11/32	- 3/32	- 27.27	-1	1
N	(TRB) Tribune	54 1/4	55 1/8	- 7/8	- 01.58	18	3,969
A	(TBS.A) Turner Bcstg. 'A'	50 7/8	56 1/4	- 5 3/8	- 09.55	-17	2,220
A	(TBS.B) Turner Bcstg. 'B'	40 1/2	44 1/8	- 3 5/8	- 08.22	-17	1,198
A	(WPO) Washington Post	291 3/4	305 3/4	- 14	[illegible]	21	3,734

PROGRAMING

		Closing Wed Oct 18	Closing Wed Oct 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(ALLT) All American TV	3	3 1/8	- 1/8	- 04.00		3
A	(CLR) Color Systems	1 7/8	1 3/4	1/8	07.14	-1	10
N	(KPE) Columbia Pictures Ent.	24 3/8	24 5/8	- 1/4	[illegible]	1318	2,920
N	(CAVR) CVN Cos.	19 7/8	21	- 1 1/8	- 05.35	34	365
O	(dcpi) dick clark prod.	6	6 7/8	- 7/8	- 12.72	-600	49
N	(DIS) Disney	120 1/8	130 7/8	- 10 3/4	- 08.21	26	16,146
O	(FNNI) Financial News	6 7/8	7	- 1/8	- 01.78		83
A	(FE) Fries Entertain.	2 3/8	2 1/2	- 1/8	- 05.00	-3	11
O	[illegible]	16 1/2	17 1/4	- 3/4	- 04.34	-7	175
A	(HHH) Heritage Entertain.	1 7/8	2 1/8	- 1/4	- 11.76	-8	8
N	(HSN) Home Shopping Net.	3 5/8	4 1/4	- 5/8	- 14.70	45	324
N	(KWP) King World	32 7/8	35 5/8	- 2 3/4	- 07.71	11	625
O	(KREN) Kings Road Entertain.	3/4	3/8	3/8	[illegible]		3
N	(MCA) MCA	62 1/2	69 1/2	- 7	- 10.07	22	4,504
N	(MGM) MGM/UA Commun.	18 7/8	20	- 1 1/8	- 05.62	-9	952
A	(NNH) Nelson Holdings	1 1/8	1 1/4	- 1/8	- 10.00		36
O	(NNET) Nostalgia Network	1 11/16	1 13/16	- 1/8	- 06.89	-2	8
N	(OPC) Orion Pictures	22 1/8	26	- 3 7/8	- 14.90	[illegible]	386
N	(PCI) Paramount Commun.	57 1/4	65 1/4	- 8	- 12.26	17	6,651
N	(PDN) Pathe Communications	2 7/8	2 7/8		00.00		82
N	(PLA) Playboy Ent.	15 3/4	17	- 1 1/4	- 07.35	-80	148
O	(QNTQE) Qintex Entertainment	4 3/8	4	3/8	09.37		99
O	(QVCN) QVC Network	16 7/8	19 5/8	- 2 3/4	- 14.01	27	176
O	(RVCC) Reeves Commun.	5 3/8	5 5/8	- 1/4	- 04.44	537	68
O	(RPICA) Republic Pic. 'A'	10 5/8	11	- 3/8	- 03.40	151	45
A	(SP) Spelling Entertainment	10 5/8	11 1/8	- 1/2	- 04.49	23	351
O	(JUKE) Video Jukebox	5 5/16	5 15/16	- 5/8	- 10.52	[illegible]	48
N	(WCI) Warner	63	66 3/4	- 3 3/4	- 05.61	21	10,465
O	(WONE) Westwood One	10 1/2	10 3/4	- 1/4	- 02.32	-14	152

SERVICE

		Closing Wed Oct 18	Closing Wed Oct 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AGRP) Andrews Group	4 7/8	5 5/8	- 3/4	- 13.33	-3	44
O	(BSIM) Burnup & Sims	19 1/4	20 3/8	- 1 1/8	- 05.52	31	297
N	(CQ) Comsat	35 1/2	37 7/8	- 2 3/8	- 06.27	16	[illegible]
N	(CDA) Control Data Corp.	18 7/8	18 7/8		00.00	-1	798
N	(DNB) Dun & Bradstreet	53 3/4	56 1/8	- 2 3/8	- 04.23	18	10,001
N	(FCB) Foote Cone & B.	29	30 3/4	- 1 3/4	- 05.69	18	[illegible]
O	(GREY) Grey Advertising	161	154	7	04.54	13	189
O	(IDBX) IDB Communications	6 3/4	7 1/4	- 1/2	- 06.89	138	38
N	(IPG) Interpublic Group	34 1/8	35 1/2	- 1 3/8	[illegible]	16	1,211

		Closing Wed Oct 18	Closing Wed Oct 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	[illegible]	24 3/8	25 1/2	- 1 1/8	- 04.41	[illegible]	[illegible]
N	(SAA) Saatchi & Saatchi	15	16 1/2	- 1 1/2	- 09.09	11	[illegible]
O	(TLMT) Telemation	1 3/4	2	- 1/4	- 12.50	[illegible]	[illegible]
A	(UNV) Unitel Video	13 1/4	13 3/4	- 1/2	- 03.63	21	[illegible]

CABLE

		Closing Wed Oct 18	Closing Wed Oct 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	16 1/2	16 5/8	- 1/8	- 00.75	6	17
O	(ATCMA) American TV & Comm.	40	[illegible]	1/4	[illegible]	72	[illegible]
O	(CTEX) C-Tec Corp.	25 1/2	27 1/2	- 2	- 07.27	[illegible]	[illegible]
A	(CVC) Cablevision Sys. 'A'	43 5/8	47	- 3 3/8	- 07.18	[illegible]	[illegible]
A	(CTY) Century Commun.	14	16	- 2	- 12.50	[illegible]	[illegible]
O	(CMCSA) Comcast	27 3/8	29 1/8	- 1 3/4	[illegible]	[illegible]	[illegible]
A	(FAL) Falcon Cable Systems	20	20 1/8	- 1/8	- 00.62	-71	[illegible]
O	(JOIN) Jones Intercable	18 3/4	19 7/8	- 1 1/8	- 05.66	-16	[illegible]
T	(MHP.O) Maclean Hunter 'X'	12 3/4	12 5/8	1/8	[illegible]	[illegible]	[illegible]
T	(RCI.A) Rogers Commun. 'A'	134	140	- 6	- 04.28	-227	[illegible]
T	(RCI.B) Rogers Commun. 'B'	113 1/2	112 3/8	1 1/8	01.00	-192	[illegible]
O	(TCAT) TCA Cable TV	18	19 1/2	- 1 1/2	- 07.69	[illegible]	[illegible]
O	(TCOMA) Tele-Commun.	19 1/8	21 3/8	- 2 1/4	- 10.52	[illegible]	[illegible]
N	(TL) Time Inc.	134	143 3/4	- 9 3/4	- 06.78	[illegible]	[illegible]
O	(UACI A) United Art. Ent. 'A'	21 3/4	22 1/2	- 3/4	- 03.33	-32	[illegible]
O	(UACI B) United Art. Ent. 'B'	22	23 1/8	- 1 1/8	- 04.86	-32	[illegible]
N	(VIA) Viacom	60 3/8	64 1/4	- 3 7/8	[illegible]	-44	[illegible]
N	(WU) Western Union	7/8	1 1/8	- 1/4	- 22.22		[illegible]
O	(WSMCA) WestMarc	20 1/4	20 7/8	- 5/8	[illegible]	[illegible]	[illegible]
N	[illegible]	72	74 5/8	- 2 5/8	- 03.51	13	[illegible]

EQUIPMENT & MANUFACTURING

		Closing Wed Oct 18	Closing Wed Oct 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(ARV) Arvin Industries	16 7/8	17 1/4	- 3/8	- 02.17	25	[illegible]
O	(CCBL) C-Cor Electronics	15	16	- 1	- 06.25	14	[illegible]
N	(CHY) Chyron	[illegible]	3 5/8	- 1/8	- 03.44	[illegible]	[illegible]
A	(COH) Cohu	9 1/8	10	- 7/8	- 08.75	6	[illegible]
N	(EK) Eastman Kodak	44 3/8	47 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N	(GRL) Gen. Instrument	37 1/8	37 3/4	- 5/8	- 01.65	12	[illegible]
N	(GE) General Electric	56 3/8	[illegible]	- 1 3/4	- 03.01	[illegible]	[illegible]
N	(HRS) Harris Corp.	33 1/4	[illegible]	- 1 7/8	[illegible]	[illegible]	[illegible]
N	(MAI) M/A Com. Inc.	6 1/4	6 3/8	- 1/8	- 01.96	[illegible]	[illegible]
N	(IV) Mark IV Indus.	15 1/8	[illegible]	1 1/8	[illegible]	[illegible]	[illegible]
O	(MCDY) Microdyne	4 5/16	4	5/16	07.81	[illegible]	[illegible]
O	(MCOM) Midwest Commun.	6	6 3/8	- 3/8	- 05.88	[illegible]	[illegible]
N	(MOT) Motorola	55 7/8	58 3/8	- 2 1/2	- 04.28	15	[illegible]
N	(OAK) Oak Industries	1 1/8	1 1/4	- 1/8	- 10.00	8	[illegible]
A	(PPI) Pico Products	1	1 1/8	- 1/8	- 11.11	-1	[illegible]
N	(SFA) Sci-Atlanta	[illegible]	23 1/4	[illegible]	[illegible]		[illegible]
N	(SNE) Sony Corp.	61 5/8	64 5/8	- 3	- 04.64	[illegible]	[illegible]
N	(TEK) Tektronix	18 7/8	18 3/8	1/2	02.72	[illegible]	[illegible]
O	(TVTK) Television Tech.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N	(VAR) Varian Assoc.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O	(WGNR) Wegener	2 1/8	2 3/8	- 1/4	[illegible]	[illegible]	[illegible]
N	(WX) Westinghouse	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N	(ZE) Zenith	13 7/8	15 1/8	- 1 1/4	[illegible]	[illegible]	[illegible]
	Standard & Poor's	[illegible]	[illegible]	-	[illegible]		[illegible]

tions—but who's enforcing them?

The solution to the interference problem involves two points: First, the FCC should establish an interference rating system. Consumer electronic equipment, including TV sets, should be tested to see how likely it is to malfunction when used near an amateur or CB transmitter. The commission should require the manufacturer to label the equipment with its "interference rating," so that consumers would know how likely this TV/VCR/other device was to show funny lines or other signs of interference. Second, the commission should step up enforcement of its existing Part 15, which regulates the radiation of radio signals by devices other than radio transmitters (like oilless popcorn poppers, which seem to put out more RF than my ham transmitter).

As those involved in HDTV transmission know, space in the VHF/UHF spectrum is scarce. We can't afford to waste large chunks of frequencies for "guard bands" to protect cheap TV sets that can't tell the difference between TV channels and ham bands.—*Doug Smith, amateur radio operator W9WI, Madison, Wis.*

Carolina congratulations

EDITOR: In the aftermath of Hurricane Hugo, there are some radio stations that should be thanked and congratulated for their service during the storm.

Of particular note should be WPDQ(AM) (formerly WAPE[AM]) Jacksonville, Fla., which provided emergency information for Charleston and coastal South Carolina, and WHTK(FM) Port Royal, which was able to broadcast information shortly afterwards. In Charleston, WXTC-FM, WKQB(FM) and WPAL(AM) were able to get back on the air soon afterwards, and they provided complete, accurate and much needed information from a local perspective. They all did an excellent job.

As a competitor of some of these stations, I take pleasure in commenting on their professionalism and valiant efforts.—*Lawrence O. Thompson, president and general manager, WAVF(FM) Hanahan, S.C. (Charleston).*

Employment addenda

EDITOR: This is a response to the "Monday Memo" by Bruce D. Goodman in your Sept. 18 issue. I agree with his statement, "Unless and until owners and managers recognize that their employes are human beings, they can reconcile themselves to an endless series of lawsuits."

During my 35-plus years in television I worked for six different managers at three different stations. Two of those managers were outstanding. One has contributed more to good television on the local level and to the areas that they served than anyone I have met during my career in television.

Mr. Goodman presented a viewpoint for the owners and managers. I would like to add some points for the employe. First of all, document everything possible. Know your rights and options. If you are age 40 and older the Federal Age Discrimination in Employment Act (ADEA) prohibits discrimination in employment against most people in this age group. A common but illegal pattern is stretching out raises for older workers over longer and longer periods of time. The ADEA prohibits discrimination in hiring, advancement and training, compensation, demotions, age harassment and mandatory retirement (there are narrow exceptions to this general prohibition). Study the employe handbooks and manuals. If the employment applications include the statement that "employment is terminable at will," then have your attorney look it over...the same for offer letters. Employment should be a two-way street. And most important, do not sign releases without legal advice.

If your evaluations are within corporate's estimates of where 50%-60% of what the staff level should be and meets their high level of expectations, there's no guarantee that you will have the job by the time your next evaluation comes around. It happened to me. I worked at my last station for 18 years and had good evaluations. On the morning of the day that I was discharged I received notice from corporate that my manager had recommended me for a yearly bonus and it had been approved by the board. I was wrongfully terminated at the end of the workday. This manager had high praises for me at two different department heads' meetings during the preceding two months before my termination. He was the local sales manager at a sister station and was promoted to general manager 10 months after coming to our station as general sales manager. I was replaced by a person 20 years younger with lesser qualifications. I have since filed with the EEOC and expect my case will end up in federal court.—*Al Helton, Austin, Tex.*

Clean up the act

EDITOR: After 40 years in the business, I'm almost ashamed to admit I'm a radio broadcaster...thanks to fallout from the ongoing "indecency" controversy.

To be sure, community/national standards have changed over the years, but no one had to tell any legitimate broadcaster then or now what constitutes poor taste, let alone "indecency."

I feel sorry for those called "broadcasters" who in the name of "competition" or "marketplace" or "First Amendment freedom" defend or excuse the garbage on so many stations. These same so-called "broadcasters" could achieve the same impact, at far less cost, by sticking a live mike in the bathroom or locker room at any high school. Why pay big bucks (or any bucks) to largely untalented jocks to mouth the same words and phrases?

Why are some owners and managers willing to trade their reputations (and possibly their licenses) for what they hope may be an extra share point or two? Those who say to the commission: "*List* the unacceptable words/subjects" have my pity. These hypocrites should enter another line of work. They're pimps, but won't admit it.

If radio wants to be respected and treated as a *primary* medium, we'd better tend to our housekeeping.—*Peter M. Bardach, president, WSUS(FM) Franklin, N.J., and WRBA(FM) Panama City, Fla.*

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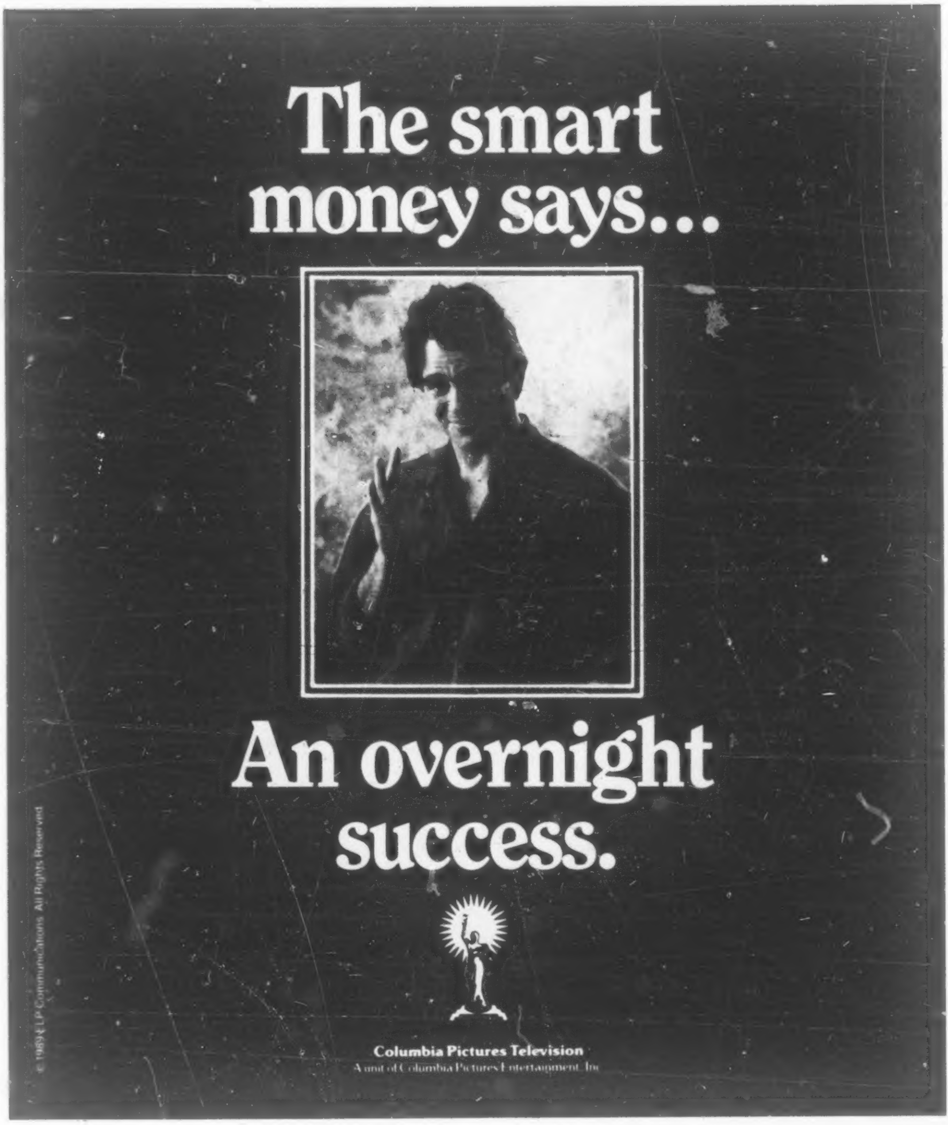
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 30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59th Year 1989

FCC rids its Augean stables of indecency

Broadcasting

Upbeat forecast...

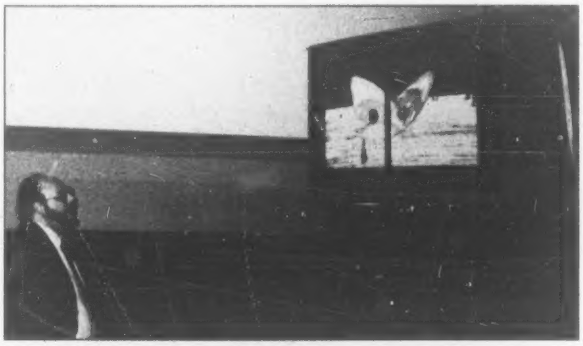
TV station group operators are optimistic about financial outlook for 1990. If indicators are correct, average TV profit margins will expand next year. **PAGE 27.**

Clearing the decks of indecency complaints...

FCC's Mass Media Bureau processes two-year backlog, fining four stations. **PAGE 28.**

SMPTE '89...

Among highlights of Society of Motion Picture & Television Engineers Conference and Equipment Exhibit: Eastman Kodak announces two new systems promising to lead to several film/HDTV video hybrid productions, and live HDTV satellite-delivered message is received from Tokyo (above). **PAGE 49.**



31/ NOT NOW

So-called "fifth network" proposed by Paramount and MCA appears dead—at least in its original configuration with January 1991 launch.

32/ BELO RESPONSE

A.H. Belo Corp. tells FCC that Belo's Dallas TV station did not use co-owned newspaper to get syndicated feature package.

33/ RADIO REFORM

House Telecommunications Subcommittee Chairman Ed Markey expresses misgivings about radio license renewal reform legislation.

32/ EXTRA INNINGS

St. Louis Cardinals award new three-year TV contract to KPLR-TV, excluding any separate cable coverage.

36/ MORE SOAP

Zodiac Entertainment enters teenage soap opera picture.

36/ PLAYING GAMES

Buena Vista and Barris Television each prepare new game show for NATPE premiere.

38/ LBS LINK

LBS Communications announces two new program projects for next spring: matchmaker show and original movies with foreign co-producers.

39/ MOVIE LIFE

Lifetime Television buys its first major film package, including titles set to appear on cable service before their syndication windows.

'Bull Durham' on Lifetime

40/ AFTERSHOCKS

NBC News attempts to sort out what caused more than hour delay in providing its affiliates pictures of California earthquake.

40/ NEWS FIT

KCRA-TV Sacramento is changing its schedule to include more local newscasts and preempting some NBC Saturday and Sunday programing.

42/ CAMPAIGN COVERAGE

News veterans and political analysts discuss merits of broadcast coverage of presidential races.

46/ STAYING POWER

Virgin Islands radio station staying on air following Hurricane Hugo was island's only link to world.

48/ OUTLOOK FOR THE '90s

Panel of professionals at North Carolina Association of Broadcasters conference predicts increased competition and continued growth of cable in next decade.

53/ SATELLITE ISSUES

Although more than 80 companies showcase hardware during Satellite Communications Users Conference in Washington, panel discussions focus on political, rather than technological, issues.

57/ SETTING PRIORITIES

Members of congressional caucus say that nation's long-term economic health is at risk if high-definition television is ignored.

79/ GATE KEEPER

Gateway Communications' Lew Klein is veteran broadcaster who has never stopped teaching.

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BY THE NUMBERS 1

The California earthquake pushed most of the three networks' regular Tuesday programing off the air as the big three went for special reports and continuous coverage of the catastrophe. With *Roseanne* essentially off the air, except for 21 minutes of a special repeat at 8:09 p.m., *Cheers* (pictured at right) went on to claim the top spot for the week. The postponement of the World Series dampened ABC's chances for clinching a second straight prime time win, and for another boost to its stock price. In fact, the network finished third for the week. NBC won Week Five with a 14.0 rating and a 23.4 share, followed by CBS's 12.6/21.2 and ABC's 12.1/20.4.

Without complete ratings averages for Tuesday night, Week Five's combined ratings numbers come up short for the big three. For the record, total households delivered for the week stood at 35.64 million, down 2.3 million from Week Four's 37.9 million. On the brighter side, ABC won Tuesday night with a 12.9/21.4 over NBC's 10.8/17.1 and CBS's 10.6/17. ABC also won Monday and

RATINGS ROUNDUP

Week 5 □ Oct. 16–Oct. 22

Rank/rating			Network	Show
1	▲	24.7/38	N	*Cheers*
2		24.6/40	N	*Cosby Show*
3	▲	22.5/36	N	*Different World*
4	▲	20.6/37	N	*Golden Girls*
5	▲	20.4/32	N	*Dear John*
5	▲	20.4/36	C	*60 Minutes*
7	▲	19.7/35	N	*Empty Nest*
8	▲	18.4/30	C	*CBS Sunday Movie*
[illegible]	▲	[illegible]/29	N	*Unsolved Mysteries*
10	▲	17.[illegible]/31	A	*NFL Monday Night Football*
11	▼	17.5/[illegible]	C	*Murder, She Wrote*
12	▲	17.3/27	N	*NBC Monday Movie*
13	▲	16.5/26	N	*Night Court*
14		16.2/26	A	*Growing Pains*
14		16.2/25	A	*Head of the Class*
16	▲	16.0/30	A	*Full House*
17	▲	15.8/24	N	*Hogan Family*
18		15.3/24	A	*Doogie Howser, M.D.*
18	▼	15.3/30	N	*Hunter*
20	▲	14.9/26	C	*Knots Landing*
20	▲	14.9/28	A	*20/20*
22	▲	14.5/23	N	*ALF*
23	▲	14.3/25	A	*Perfect Strangers*
24		14.2/22	A	*Designing Women*
24	▲	14.2/26	A	*Family Matters*
26		14.1/21	C	*Murphy Brown*
26		14.1/22	A	*Wonder Years, special*
28	▲	13.8/24	A	*Just the Ten of Us*
29	▲	13.7/22	C	*48 Hours*
30	▲	13.6/21	C	*Major Dad*
31	▲	13.4/25	N	*Amen*
31		13.4/21	A	*Anything But Love*
31	▲	13.4/21	N	*Nutt House*
34		13.2/23	A	*ABC News Special*
35	▼	13.1/21	N	*Matlock*
36	▲	13.0/22	N	*Mancuso, FBI, special*
37	▲	12.8/22	C	*Dallas*
38		12.6/19	C	*Famous Teddy Z*
38	▲	12.6/20	A	*MacGyver*
38	▲	12.6/22	A	*PrimeTime Live*
41		12.4/21	A	*Roseanne, special*
42		12.3/21	C	*Newhart*
43		12.2/20	C	*CBS Wednesday Movie*
44		12.1/21	N	*NBC News Special, Wed.*
45	▲	11.9/22	N	*227*
46		11.9/21	A	*World Series, pregame*
47		11.7/20	A	*ABC Sunday Movie*
47		11.7/19	C	*CBS News Special*
47	▲	11.7/18	F	*Married...With Children*
50	▼	11.4/19	N	*NBC Sunday Movie*
51	▲	10.7/20	C	*Falcon Crest*
52	▼	10.6/17	C	*Rescue: 911*
53	▲	10.5/16	F	*Totally Hidden Video*
54	▼	10.4/16	N	*My Two Dads*
54	▼	10.4/16	C	*People Next Door*
56	▲	10.3/19	N	*Baywatch*
57	▼	10.2/16	A	*Young Riders*
58	▲	10.1/16	F	*America's Most Wanted*
59		9.5/15	C	*Women of the 21st Century*
60	▲	9.3/14	N	*Sister Kate*
61	▼	9.0/16	A	*Life Goes On*
62		8.9/16	N	*NBC Friday Movie*
62	▲	8.9/17	C	*Paradise*
64		8.8/14	A	*Free Spirit*
65	▲	8.2/14	N	*Magical World of Disney*
66	▲	7.9/14	C	*Snoops*
66	▲	7.9/14	C	*Tour of Duty*
68		7.8/12	A	*Homeroom*
68		7.8/12	A	*Mission: Impossible*
70		7.1/11	N	*NBC Tuesday Movie*
70	▲	7.1/11	F	*Open House*
72		7.0/13	A	*Mr. Belvedere*
73		6.7/13	A	*ABC Mystery Movie*
73	▲	6.7/13	F	*Cops*
75		6.4/12	A	*Living Dolls*
76	▼	6.1/12	C	*Sat. Night With Connie Chung*
76	▲	6.1/10	F	*21 Jump Street*
78		5.9/10	F	*Booker*
79	▲	5.8/11	F	*Reporters*
80	▼	5.7/8	F	*Alien Nation*
81		4.7/8	F	*Tracey Ullman Show*
82	▲	3.4/6	F	*Beyond Tomorrow*
82	▲	3.4/6	F	*Garry Shandling's Show*

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 15

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	13.2	229	99
2	Jeopardy! (King World)	11.5	212	96
3	Cosby Show (Viacom)	9.0	198	96
4	Oprah Winfrey Show (King World)	8.9	203	97
5	Current Affair (20th Century Fox TV)	8.4	181	94
6	Entertainment Tonight (TPE)	7.9	162	95
7	Wheel of Fortune, wknd. (King World)	7.8	193	90
8	Charles in Charge, syn. (MCA)	6.3	135	92
9	Donahue (Multimedia)	5.7	218	97
9	Star Search (TPE)	5.7	159	95
11	Mama's Family, synd. (Warner Bros. Dom. TV)	5.0	176	91
12	Geraldo! (Paramount Domestic TV)	4.9	188	97
12	People's Court (Warner Bros. Domestic TV)	4.9	166	88
14	Family Feud, synd. (LBS Communications)	4.8	120	82
15	Chip 'N' Dale (Buena Vista Television)	4.4	167	96
15	Hard Copy (Paramount Domestic TV)	4.4	146	89
15	Inside Edition (King World)	4.4	94	78
	The following shows were rated, but not ranked			
	Wrestling Network (Turner Program Services)	5.7	165	92
	World Wrestling Federation (WWF)	7.9	249	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Friday, while NBC won Wednesday, Thursday and Saturday. CBS took Sunday with an 18.7/30.9, over NBC's 10.3/16.8 and ABC's 10.2/16.8.

Weeknight evening news figures were up, and ABC's *World News Tonight* won that race with an 11.5/22, over CBS's 11.2/21 and NBC's 10.7/20. (CBS's evening news program was preempted on Tuesday night.)

ABC's Wednesday news special on the earthquake pulled an 13.2/23, to rank 34th for the week. CBS's *48 Hours* also dealt with the earthquake and delivered a 13.7/22 on Thursday.

NBC's earthquake news special garnered a 12.1/21 and ranked 44th for the week. CBS's special report on Wednesday tied with ABC's Sunday movie for 47th place and grabbed an 11.7/18.

MarketScope

The Standard & Poor's Industrials index closed at 390.92 last Wednesday (Oct. 25), up a slim 0.70 points from the previous Wednesday's close of 390.22. That's up 2.96% from the crash's 379.68 posted on Oct. 13. The 130 stocks tracked in the Stock Index's six categories had 41 advances, 64 declines, and 25 remaining unchanged during the seven-day period ended Oct. 25. The five stocks up most in price were led by CapCities/ABC's 46⅛ advance to 563½. Two weeks ago the stock closed at 544. Disney gained 5⅛, or 4.3%, to close at 125¼. CBS moved up 5, closing at 202⅛, followed by Meredith Corp.'s 2⅝ climb and Time Warner's 2⅛ advance. Two Canadian stocks led the decliners for the week. Rogers' class A lost 8, or 5.97%, to close at 126. The class B stock dropped 6 points to close at 107½. Tribune dropped 4¼, closing at 50, and was followed by Multimedia's 3½ point drop. Comcast split three-for-two on Oct. 25 and finished that day at 18⅝.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

		Closing Wed Oct 25	Closing Wed Oct 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	563 1/2	517 3/8	46 1/8	08.91	23	10,142
N	(CBS) CBS	202 1/8	197 1/8	5	02.53	18	4,775
A	(CCU) Clear Channel	11 7/8	11 7/8		00.00	118	46
A	(HTG) Heritage Media	3 1/2	3 5/8	- 1/8	- 03.44	-2	126
O	(JCOR) Jacor Commun.	5 7/8	6 3/8	- 1/2	- 07.84	-4	58
O	(LINB) LIN	109 1/4	108	1 1/4	01.15	61	5,607
O	(OBCCC) Olympic Broadcast	1 3/4	1 3/4		00.00		4
O	(OSBN) Osborn Commun.	12 3/4	12 3/4		00.00	8	86
O	(OCOMA) Outlet Commun.	26	26 1/4	- 1/4	- 00.95	32	170
A	(PR) Price Commun.	5 1/4	5 1/2	- 1/4	- 04.54	-10	48
O	(SAGB) Sage Broadcasting	3 1/4	2 3/4	1/2	18.18	-3	12
O	(SCRP) Scripps Howard	72	72		00.00	37	743
O	(SUNNC) SunGroup Inc.	1 3/4	1 3/4		00.00	-2	4
O	(TLMD) Telemundo	6 3/4	7 3/8	- 5/8	- 08.47	-2	154
O	(TVXGC) TVX Broadcast	5	4	1	25.00		36
O	(UTVI) United Television	33 3/4	34 3/4	- 1	- 02.87	[illegible]	388

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Oct 25	Closing Wed Oct 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	35 1/4	36	- 3/4	- 02.08	47	689
N	(AFL) American Family	18	19 7/8	- 1 7/8	- 09.43	16	1,460
O	(ACCMA) Assoc. Commun.	36 1/4	36 1/4		00.00	-88	675
N	(CCN) Chris-Craft	36 1/4	34 1/2	1 3/4	05.07	53	863
O	(DUCO) Durham Corp.	32 1/4	31	1 1/4	04.03	28	272
N	(GCI) Gannett Co.	40 3/8	41	- 5/8	- 01.52	17	6,514
O	(GACC) Great Amer. Comm.	10 3/4	11	- 1/4	- 02.27	-3	337
N	(JP) Jefferson-Pilot	41 1/4	39 3/4	1 1/2	03.77	13	1,551
N	(KRI) Knight-Ridder	50 7/8	52 1/8	- 1 1/4	- 02.39	12	2,617
N	(LEE) Lee Enterprises	31	31 7/8	- 7/8	- 02.74	18	756
N	(LC) Liberty	37	37		00.00	21	312
N	(MHP) McGraw-Hill	65 3/8	66 5/8	- 1 1/4	- 01.87	16	3,178
A	(MEGA) Media General	34 3/4	35 5/8	- 7/8	- 02.45	888	894
N	(MDP) Meredith Corp.	35 3/4	33 1/8	2 5/8	07.92	20	666
O	(MMEDC) Multimedia	95	98 1/2	- 3 1/2	- 03.55	35	1,073
A	(NYTA) New York Times	27 3/8	28 1/2	- 1 1/8	- 03.94	14	2,148

STOCK INDEX 2

	Closing Wed Oct 25	Closing Wed Oct 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (NWS) News Corp. Ltd.	19 1/2	20 1/8	- 5/8	- 03.10	7	5,235
N (PARC) Park Commun.	21	21 [illegible]	- 3/4	- 03.44	22	434
O (PLTZ) Pulitzer Publishing	28 5/8	28 [illegible]	1/4	00.88	14	299
N (RCL) Reliance Group Hold.	5 3/4	5 1/2	1/4	04.54	23	428
N (RTRSY) Reuters Ltd.	44	42 3/8	1 5/8	03.83	22	19,987
O (STAUF) Stauffer Commun.	142	142		00.00	47	142
N (TMC) Times Mirror	37 1/8	37 3/8	- 1/4	- 00.66	14	4,754
O (TMCI) TM Communications	9/32	1/4	1/32	12.50	-2	1
N (TRB) Tribune	50	54 1/4	- 4 1/4	- 07.83	16	3,822
A (TBSA) Turner Bcstg. 'A'	20 7/8	20 7/8		00.00	-22	2,521
A (TBSB) Turner Bcstg. 'B'	49 1/2	49 1/2		00.00	-21	1,328
A (WPOB) Washington Post	203 1/2	201 3/4	1 3/4	00.86	21	3,752

PROGRAMING

	Closing Wed Oct 25	Closing Wed Oct 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3	3		00.00		3
A (CLR) Color Systems	2 1/8	1 7/8	1/4	13.33	-2	11
N (KPE) Columbia Pictures Ent.	26 5/8	26 3/8	1/4	00.94	221	2,946
O (CAVN) CVN Cos.	19 7/8	19 7/8		00.00	34	356
O (DCPI) dick clark prod.	6 1/2	6	1/2	08.33	20	53
N (DIS) Disney	125 1/4	120 1/8	5 1/8	04.26	27	16,852
O (FNNI) Financial News	6 5/8	6 7/8	- 1/4	- 03.63	38	80
A (FE) Fries Entertain.	2 1/4	2 3/8	- 1/8	- 05.26	-2	11
N (GPEC) Guber-Peters Entm.	16	16 1/2	- 1/2	- 03.03	-8	173
A (HHH) Heritage Entertain.	1 3/4	1 7/8	- 1/8	- 06.66	-1	9
A (HSN) Home Shopping Net.	3 7/8	3 5/8	1/4	06.89	48	346
N (KWP) King World	34 3/4	32 7/8	1 7/8	05.70	12	872
O (KREN) Kings Road Entertain.	3/8	3/4	- 3/8	- 50.00		1
N (MCA) MCA	63 3/8	62 1/2	7/8	01.40	23	4,645
N (MGM) MGM/UA Commun.	17 1/2	18 7/8	- 1 3/8	- 07.28	-8	883
A (NNH) Nelson Holdings	1 1/8	1 1/8		00.00		42
O (NNET) Nostalgia Network	1 3/8	1 11/16	- 5/16	- 18.51	-1	7
N (OPC) Orion Pictures	22 1/8	22 1/8		00.00	26	387
N (PCI) Paramount Commun.	57 3/8	57 1/4	1/8	00.21	18	6,806
N (PCC) Price Communications	2 3/4	2 7/8	- 1/8	- 04.34		50
N (PLA) Playboy Ent.	15 3/4	15 3/4		00.00	36	148
O (QNTX) Qintex Entertainment	1 1/8	4 3/8	- 3 1/4	- 74.28		24
O (QVCN) QVC Network	16 1/8	16 7/8	- 3/4	- 04.44	26	162
O (RVCC) Reeves Commun.	5 1/4	5 3/8	- 1/8	- 02.32	-4	66
O (RPICA) Republic Pic. 'A'	10 1/4	10 5/8	- 3/8	- 03.52	113	43
O (SP) Spelling Entertainment	11 3/8	10 5/8	3/4	07.05	23	376
O (JUKE) Video Jukebox	5 1/8	5 5/16	- 3/16	- 03.52	-17	47
N (WCI) Warner	63 3/8	63	3/8	00.59	21	10,547
O (WONE) Westwood One	10 1/8	10 1/2	- 3/8	- 03.57	-14	146

SERVICE

	Closing Wed Oct 25	Closing Wed Oct 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRP) Andrews Group	5 1/4	4 7/8	3/8	07.69	-5	47
O (BSIM) Burnup & Sims	17 5/8	19 1/4	- 1 5/8	- 08.44	19	221
N (CQ) Comsat	35 1/4	35 1/2	- 1/4	- 00.70	10	587
N (CDA) Control Data Corp.	18 3/4	18 7/8	- 1/8	- 00.66	-1	783
N (DNB) Dun & Bradstreet	50 7/8	53 3/4	- 2 7/8	- 05.34	17	9,523
N (FCB) Foote Cone & B.	29	29		00.00	17	246
O (GREY) Grey Advertising	158	161	- 3	- 01.86	14	185
O (IDBX) IDB Communications	6 1/4	6 3/4	- 1/2	- 07.40	312	31
A (IPG) Interpublic Group	34 1/8	35 1/8	- 1	- 02.84	17	1,168
O (OMCM) Omnicom Group	24 1/8	24 3/8	- 1/4	- 01.02	16	[illegible]
N (SAA) Saatchi & Saatchi	14 7/8	15	- 1/8	- 00.83	11	[illegible]
O (TLMT) Telemation	1 3/4	1 3/4		00.00	-20	[illegible]
A (UNV) Unitel Video	13 3/4	13 1/4	1/2	03.77	11	[illegible]

CABLE

	Closing Wed Oct 25	Closing Wed Oct 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	16 5/8	16 1/2	1/8	00.75	3	[illegible]
O (ATCMA) Amer. TV & Comm.	49 3/4	50	- 1/4	- 00.50	73	[illegible]
O (CTEX) C-Tec Corp.	25	25 1/2	- 1/2	- 01.96	28	[illegible]
A (CVC) Cablevision Sys. 'A'	42 3/8	42 5/8	- 1/4	- 00.57	-3	[illegible]
A (CTY) Century Commun.	14	14		00.00	-67	[illegible]
O (CMCSA) Comcast	18 5/8	27 3/8	- 8 3/4	- 31.96	-21	[illegible]
A (FAL) Falcon Cable Systems	20	20		00.00	-62	[illegible]
O (JOIN) Jones Intercable	18 3/4	19 3/4	- 1	- 05.06	-9	[illegible]
T (MHP.O) Maclean Hunter 'X'	12 3/8	12 3/4	- 3/8	- 02.94	30	[illegible]
T (RCI.A) Rogers Commun. 'A'	126	134	- 8	- 05.97	-213	[illegible]
T (RCI.B) Rogers Commun. 'B'	107 1/2	113 1/2	- 6	- 05.28	-182	[illegible]
O (TCAT) TCA Cable TV	18	18		00.00	37	[illegible]
O (TCOMA) Tele-Commun.	19 1/2	19 1/8	3/8	01.96	-243	[illegible]
N (TL) Time Warner	136 1/8	134	2 1/8	01.58	27	[illegible]
O (UAECA) United Art. Ent. A	21 3/8	21 3/4	- 3/8	- 01.72	-19	[illegible]
O (UAECB) United Art. Ent. B	21 1/4	22	- 3/4	- 03.40	-31	[illegible]
N (VIA) Viacom	59 3/8	60 1/8	- 3/4	- 01.24	30	[illegible]
N (WU) Western Union	7/8	7/8		00.00		[illegible]
O (WSMCA) WestMarc	30 7/8	30 1/4	5/8	02.06	-48	[illegible]

EQUIPMENT & MANUFACTURING

	Closing Wed Oct 25	Closing Wed Oct 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	72 5/8	72	5/8	00.86	13	[illegible]
N (ARV) Arvin Industries	18 1/4	18 7/8	- 5/8	- 03.70	64	[illegible]
O (CCBL) C-Cor Electronics	15	15		00.00	12	[illegible]
N (CHY) Chyron	3 1/2	3 1/2		00.00	30	[illegible]
A (COH) Cohu	10 5/8	9 1/8	1 1/2	16.43	2	[illegible]
N (EK) Eastman Kodak	44 1/2	44 3/8	1/8	00.28	14	[illegible]
N (GRL) Gen. Instrument	38 1/8	37 1/8	1	02.69	12	[illegible]
N (GE) General Electric	55 1/4	56 3/8	- 1 1/8	- 01.99	13	[illegible]
N (HRS) Harris Corp.	37 5/8	37 1/4	3/8	01.00	66	[illegible]
N (MAI) M/A Com. Inc.	6 1/8	6 1/4	- 1/8	- 02.00	12	[illegible]
N (IV) Mark IV Indus.	18 1/2	18 1/2		00.00	9	[illegible]
O (MCDY) Microdyne	4 7/8	4 5/16	9/16	13.04	121	[illegible]
O (MCOM) Midwest Commun.	6 1/4	6	1/4	04.16	17	[illegible]
N (MOT) Motorola	55 7/8	56 7/8	- 1	- 01.75	14	[illegible]
N (OAK) Oak Industries	1	1 1/8	- 1/8	- 11.11	26	[illegible]
A (PPI) Pico Products	1	1		00.00	-1	[illegible]
N (SFA) Sci-Atlanta	21 7/8	21 1/8	3/4	03.55	14	[illegible]
N (SNE) Sony Corp.	60 1/2	61 3/8	- 7/8	- 01.42	31	[illegible]
N (TEK) Tektronix	18 1/2	18 7/8	- 3/8	- 01.98	64	[illegible]
O (TVTK) Television Tech.	9/16	1/2	1/16	12.50	56	[illegible]
N (VAR) Varian Assoc.	22 1/2	23 3/8	- 7/8	- 03.74	9	[illegible]
O (WGNR) Wegener	3 1/8	3 1/4	- 1/8	- 03.84	8	[illegible]
N (WX) Westinghouse	65 1/4	64 1/8	1 1/8	01.75	11	[illegible]
N (ZE) Zenith	12 7/8	13 7/8	- 1	- 07.20	1287	[illegible]
(S&P) Standard & Poor's	[illegible]	[illegible]		[illegible]		[illegible]

Nov. 9—Presentation of Communications Excellence to Black Audiences Awards, sponsored by *World Institute of Black Communications* (founded by National Black Network), to "pay tribute to corporations, advertising agencies and individuals who demonstrate expertise and sensitivity in focusing on needs and concerns of black consumers." New York Hilton, New York.

Nov. 9-10—Communications law seminar sponsored by *Practising Law Institute*. Sheraton Center hotel, New York. Information: (212) 765-5700.

Nov. 9-11—*National Association of Farm Broadcasters* annual meeting. Crowne Plaza, Kansas City, Mo.

Errata

Station rumored to be threatened with loss of affiliation by Fox Broadcasting Co. (BROADCASTING, Oct. 23) **was WTXF-TV Philadelphia,** not WFXT(TV) Boston.

Open Mike

Stamp of Disapproval

EDITOR: In reference to your Oct. 16 editorial "Postage due," I was struck with the fact that a commemorative postage stamp for my old friend Ed Murrow was denied because there has been "no serious campaigning" for it.

In 1990 hundreds of thousands of American men and women will observe the 50th anniversary of the United States Airborne Forces. For more than a year thousands upon thousands of names have been submitted by individual letter and petition for an Airborne commemorative stamp. Thus far there has been absolutely no reaction. Oh! We did hear they were contemplating one to commemorate the Three Stooges.—*William A. Exline (11th Airborne Division, WWII), William A. Exline Inc., San Rafael, Calif.*

Already there

EDITOR: I am writing in reference to an article in your Oct. 16 issue slugged "Florida court coverage." It was stated that "Florida lawmakers worked for the first time last week in the presence of television cameras and radio microphones." The reference was to WFSU-TV-FM Tallahassee's first-time live coverage of the Florida legislature during a special session on issues relating to restricting abortions.

The fact is that Florida Public Television (FPTV), a production arm of Florida Public Broadcasting Service Inc., has provided the people of Florida extensive coverage of regular, extended and special sessions of the Florida legislature for the past 17 years. During regular sessions, daily one-hour programs titled "Today in the Legislature" are produced by FPTV from legislative chambers and committee rooms. These programs are uplinked and aired each evening by all 11 Florida public TV stations serving every major market in the state. In addition, eight half-hour legislative interview programs are produced in Spanish with members of the Hispanic caucus. Our programing reaches 97 of every 100 Floridians.

In this instance, WFSU-TV, the Tallahassee public television station, received their video signals by microwave from our system. In fact, Florida Public Television, through special arrangements with the legislative leadership, provided video and audio feeds to commercial stations throughout Florida, public stations throughout the nation and all the major national networks during the special session.

We at FPTV take pride in the fact that, over the years, our legislative coverage has become a model for the rest of the nation. Other states continue to turn to our experience for guidance in establishing or expanding their own legislative coverage.

In addition to extensive legislative coverage, FPTV addresses many of the critical issues facing the legislature more comprehensively on our year-round weekly public affairs series, "Florida Crossroads." This program is also carried statewide by every public television station.—*John Thomas, executive producer, Florida Public Television, Tallahassee.*

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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